AUGUST 2, 1948 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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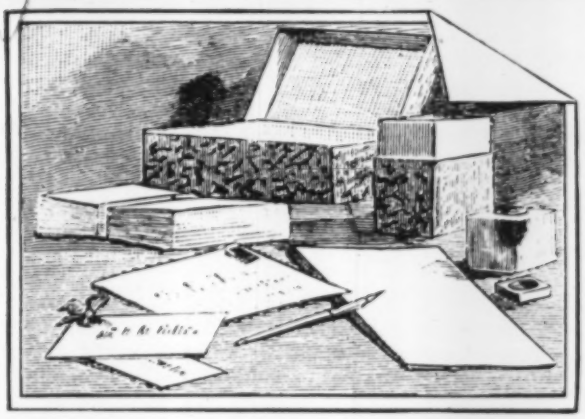


letters we filed...

but love to read occasionally

AMONG THE HUNDREDS of letters that ripple into our place yearly; letters from sponsors that is, there are many which contain statements that make us, for the moment, proud and very pleased in a hesitant world.

Statements like —

"We are in second place over all soaps and soapless soaps in the city of New York. That, WOR, is an achievement!"

"It was our first experience with radio time and WOR has been eminently successful. The best assurance we can offer is the signing of our new contract."

"Not only has WOR been successful in stimulating sales of our candy, but you have built up an immense amount of goodwill among our customers and dealers."

"We thought we were buying coverage of only the Greater-New York area and we end up by getting practically the whole United States!"

So, if you, Sir, would like to write letters containing comments such as these, why not call WOR today? Our skilled showmen, who are also skilled salesmen, have an astonishing record for picking profit-making shows that work wonders with almost 36,000,000 people in 430 counties in 18 states.

NOTE — WOR hasn't the slightest reluctance to telling you who wrote the letters from which the excerpts were selected.

wor

...heard by the most people where the most people are

mutual

IN THIS ISSUE: THE ATLANTA RADIO MARKET COMPARATIVE NETWORK SCHEDULE

"Of course radio advertising pays ...we use it ourselves"

Duane Davison
Feed Dealer, Noble, Illinois

Duane Davison Jr.

D. E. DAVISON and Sons have one of the most modern feed stores and mills in southern Illinois. Mr. Davison, mayor of the town of Noble, grew up on a farm, spent several years working in the oil fields before buying the Noble Milling Company about two years ago. The Davisons are now considering expansion to include farm implements.

Several times, according to son Duane, their customers have demanded specific brands they have heard advertised on WLS. The Davisons are so strongly convinced radio advertising pays that they spend most of their own advertising appropriation for spot announcements on the local station in nearby Olney.

Noble (population, 855) is in Richland county, some 260 miles south of Chicago, more than half rural. WLS is the Number One station in the county, according to BMB, 81% day, 77% night. Last year its 3,960 radio homes sent WLS 2,184 letters—55% response. Its annual income is over 20 million dollars, retail sales 11½ million, food sales 2½ million and drug sales over a quarter million dollars.

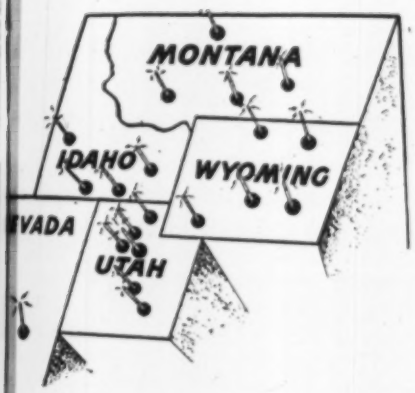
Here is a rich county in which WLS is intensively listened to—yet it is only one of 567 counties in the WLS-BMB daytime area. Throughout the Midwest, folks listen to WLS . . . and merchants, like the Davisons, know it. They all know the friendliness of WLS, the interest we take in providing just the right service and entertainment for Midwest America.

It is this friendliness which has built listener confidence in WLS—the kind of confidence that leads to advertising results.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE · REPRESENTED BY JOHN BLAIR & CO.

You can buy the
FULL 20-STATION
INTERMOUNTAIN NETWORK
or any group or individual station



20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

GROUP 1
KALL, Salt Lake City, Utah
KLO, Ogden, Utah
KOVO, Provo, Utah

GROUP 2
KVNU, Logan, Utah
KOAL, Price, Utah
KVRS, Rock Springs, Wyoming
KSVC, Richfield, Utah
KRAM, Las Vegas, Nevada

GROUP 3
KEYY, Pocatello, Idaho
KVMV, Twin Falls, Idaho
KID, Idaho Falls, Idaho
KFXD, Nampa-Boise, Idaho
KFXD-FM, Nampa-Boise, Idaho

GROUP 4
KDFN, Casper, Wyoming
KWYO, Sheridan, Wyoming
KPOW, Powell, Wyoming
KOWB, Laramie, Wyoming

GROUP 5
KBMY, Billings, Montana
KRJF, Miles City, Montana
KMON, Great Falls, Montana
KYES, Butte, Montana *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* *Under Construction*

● Wherever you need to apply **local** impact to build and support distribution, you'll find an Intermountain Network station.

Each station has local acceptance in its area, is an integral and important part of local enterprise—furnishes its listeners with a complete range of entertainment and information, including its local features, Intermountain Network programs and Mutual Network programs.

You can buy any individual station, any group, or the whole Network of 20 stations—to get positive local impact exactly where it will be most effective. Intermountain Network is the most flexible radio facility for partial or overall coverage in the Intermountain West.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

HAS ZIV purchased all or part of World Broadcasting System Inc.? Going rounds is report that Decca, parent company, has virtually completed negotiations for sale of its pioneer library service, plus other assets to fast-moving Ziv firm, but with Decca retaining World wired music operations. Others negotiating understood to include Percy L. Deutsch, World founder, who sold company to Decca five years ago. Confirmation officially lacking from World or other quarters.

QUAKER OATS Co., Chicago, Sept. 13 takes over sponsorship of ABC's *Challenge of the Yukon*, 5-5:30 p.m., Mon.-Wed.-Fri. Agency, Sherman & Marquette, Chicago. *The Green Hornet*, another Trendle-Campbell package, at same time goes sustaining Tuesday and Thursday. *Lone Ranger*, sponsored over ABC Mon.-Wed.-Fri., 7:30-8 p.m. by General Mills, gives Trendle-Campbell eight ABC half-hour originations from Detroit.

DON'T write finis to long pending complaint on restrictive baseball play-by-play contracts under scrutiny of Anti-trust Division of Dept. of Justice [BROADCASTING, Oct. 6, 1947]. New Anti-trust chief, Assistant Attorney General Herbert A. Bergson, has reactivated inquiry on complaint of several stations.

ALLEN B. DuMONT, president of network and manufacturing company, has turned deaf ear to several propositions for purchase of his TV network operations. Understood he relishes telecasting as much as manufacturing. Number of important interests have propositioned him in recent weeks.

THREE TELEVISION precedents or near-precedents marked up last week, some good, some not: (1) First revocation; (2) one of largest single groups of non-hearing grants; (3) for one of first times in almost 12 months, only one new application filed.

ANNUAL LICENSE FEES for Canadian broadcasting stations, now ranging from $100 to $4,000, based on population and power, likely to be increased. Department of Transport understood planning increase, based on showing of recent financial reports of stations.

PROMOTION of James D. McLean, commercial manager of Philco's TV outlet, WPTZ Philadelphia, to head new Philco unit to merchandise microwave radio relay equipment for both TV and general communications expected shortly. Alex (Bink) Dannenbaum Jr., commercial manager of WPEN Philadelphia, and ex-head of WDAS Philadelphia, slated to succeed to WPTZ commercial management.

BIDDING in full sway on sale of WINX by *Washington Post*. Among those negotiating are Donald Flamm, former owner of WMCA

(*Continued on page 98*)

Upcoming

Aug. 2-3: NAB District 1 meeting, Somerset Hotel, Boston.

Aug. 5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. Y.

Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.

(Other Upcomings on page 68)

Bulletins

ARTHUR S. FELDMAN, former Mutual producer, and ex-foreign correspondent for ABC, has been named director of news operations for WOL (Mutual) Washington, Cowles station. Albert L. Warner continues as chief Washington correspondent for Mutual-WOL, with expanded local and network schedule. Hollis Seavey, coordinator of MBS programs in Washington, becomes director of special events. Announcement came from A. A. Schechter, MBS vice president, and Phil Hoffman, WOL vice president and general manager.

ABC, MBS and CBS offered air time to States Rights Democrats for acceptance speeches of Gov. Thurmond, Presidential candidate, and Gov. Wright, vice presidential candidate, Aug. 11, from Houston, Tex. Party requested time in wire to networks. NBC decision not yet announced. (See story page 68.)

Business Brief

WEINTRAUB NAMED ● Revlon Pr… Corp., New York, has appointed Willi… Weintraub & Co., New York, to handle … account effective immediately. McCann-… son, New York, formerly was agenc… Revlon.

MEDICS RENEW ● California M… Assn., renews *California Caravan* 52 we… 12 ABC stations, Sunday, 3-3:30 p.m. (P… Agency, Lockwood-Shackelford, Los An… t…

CHAIN AM, TV SPOTS ● Bullock'… Angeles (department store chain), Ju… started two-week combined television an… dio spot campaign on local stations. … spots run five weekly on KTLA, spo… nouncements six daily, five a week on K… KFI KECA KHJ KNX KMPC.

CHESAPEAKE RADIO ASSN.

WILLIAM C. HARDY, manager of W… Frederick, Md., was elected chairma… Chesapeake Associated Press Radio … newly-organized group comprising radi… tions in Maryland and D. C. Purpose is t… mote better news coverage throughout … Ben Strouse, executive vice president and… eral manager of WWDC Washington, and … Embry, vice president of WITH Balti… were elected vice chairman. (See story … 95.)

Argentine 'Incident' Goes to Marsha…

LABELING incident "reprehensible," Senate Interstate Commerce Committee asked State Dept. Friday for report on Argentine government-controlled newspaper's interception and publication of private mail to BROADCASTING [BROADCASTING, July 26].

Through Acting Chairman Charles W. Tobey (R-N.H.) and Sen. Ernest W. McFarland (D-Ariz.), one of ranking minority members, Committee wrote Secretary of State George C. Marshall asking "what steps, if any, have or might be taken to avoid recurrence and thus protect the interests of American nationals in Argentina."

Letter, accompanied by copies of BROADCASTING news story and referring to newspaper accounts of incident, said: "If these allegations are true, they smack of the police state and are reprehensible because they violate international agreements governing privacy of communications."

At same time Sens. Tobey and McFarland wrote Sol Taishoff, editor and publisher of BROADCASTING, submitting copy of letter to Secretary Marshall and requesting that "if there are any facts or subsequent developments regarding this incident which are not adequately portrayed in your news report, we would appreciate having the information … mitted to us."

Incident involved story airmailed to B… CASTING by Herbert M. Clark, widely k… foreign correspondent, on developments … ter-American Broadcasting Assn.'s firs… nual assembly at Buenos Aires. Dispatch … accompanying personal letter to BROAD… ING's publisher appeared mysteriously on … page of Peron-controlled *Democracia*, … also carried editorial charging plot a… Argentine regime. Though airmailed Ju… dispatch and letter were not received … July 19; envelope had been opened a… sealed with scotch tape.

Text of Senate Committee's letter to S… tary Marshall:

Dear Mr. Secretary:

There has been brought to our attention a … tion which appears to strike at the fundam… of privacy of communications in our hemis… The circumstances, as we understand them, … set forth in the attached pages from the Ju… 1948, issue of the trade journal, BROADCAS…

As you will note, it is charged that an Arg… daily newspaper published in text a private … munication addressed to BROADCASTING, a… addition, a personal letter from its news … spondent to the publisher of that magazine … allegation is made in the attached story tha… news dispatch, sent by an accredited Am… news correspondent, as well as the personal …

(*Continued on page 98*)

A STEINMAN STATION

delivers a buying audience

....SALES-HIGH **returns**

Prosperity is the buy-word in the Easton market. Wide industrial diversification (products range from steel structures to ladies' handbags) is the reason for Easton's consistently good business. WEST has in the past twelve years built a large, loyal following by presenting the best in local and national programming. You can depend on WEST to produce results *profitably*. Write now for information.

represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

☆ Business room available in neighborhood of a quarter-million people who spend upwards of $200 million retail annually. Average family income among the highest in the country. Beautiful outlook for anyone with desirable merchandise and effective sales program. *Radio essential* for moving in.

Selection of your radio prime-mover is simple in Flint because of uncommon *audience domination* by one station —WFDF. Here's what Hooper's winter report showed about WFDF listeners in every time period: more than the other four local stations combined . . . three to six times as many as the next most-listened-to local station.

Let WFDF move *you* into Flint by air.

910 Kilocycles

FLINT WFDF MICH.

AMERICAN BROADCASTING COMPANY

NOW REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD *Grand Rapids*—WFBM *Indianapolis*—WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

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Estelle Markowitz.

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David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

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EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Stella Volpi.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon, Jane Pinkerton.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
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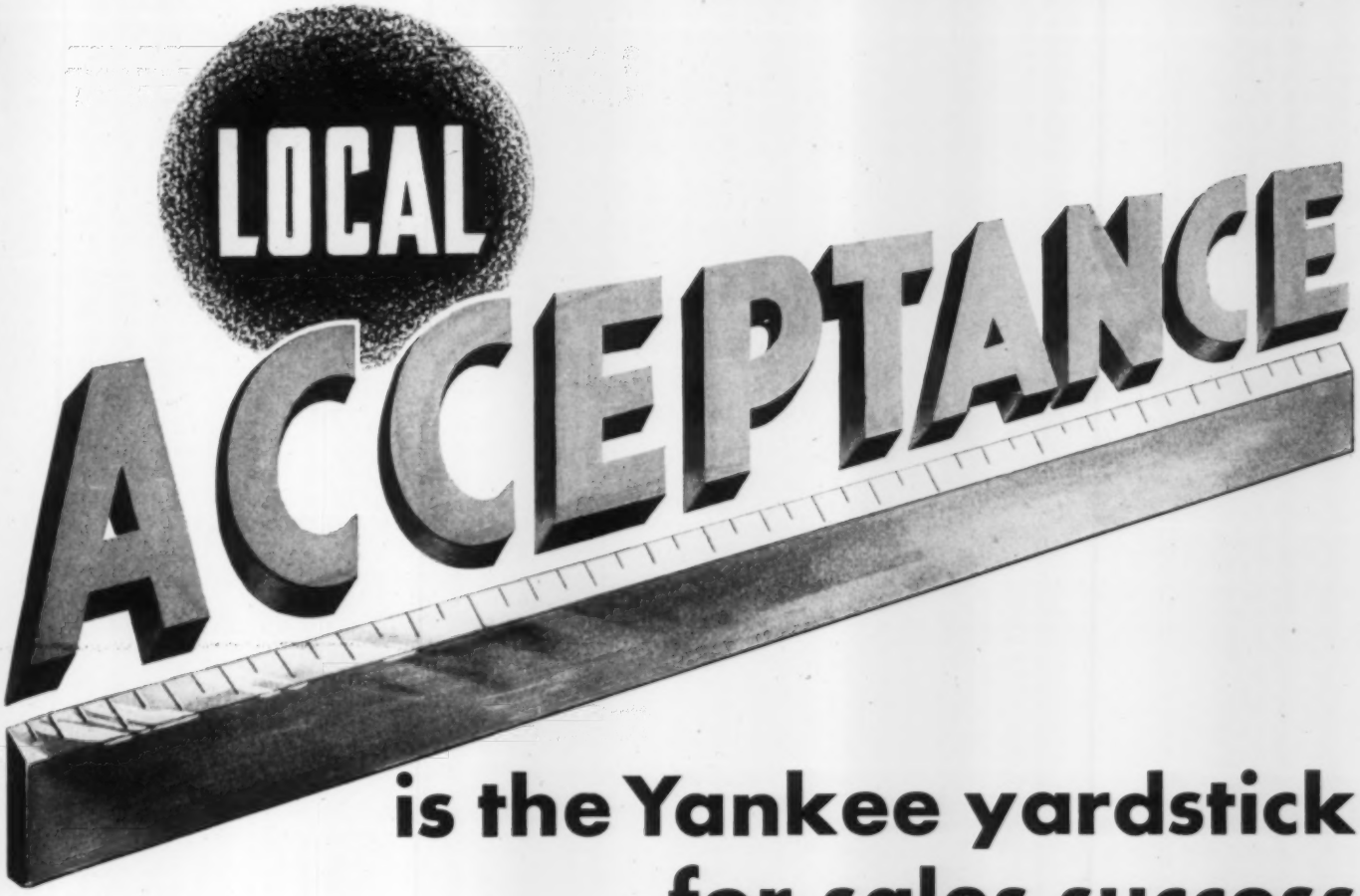
Subscription Price: $7.00 Per Year, 25c Per Copy



is the Yankee yardstick for sales success

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.
WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H
WNLC—New London, Ct.
WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N.H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

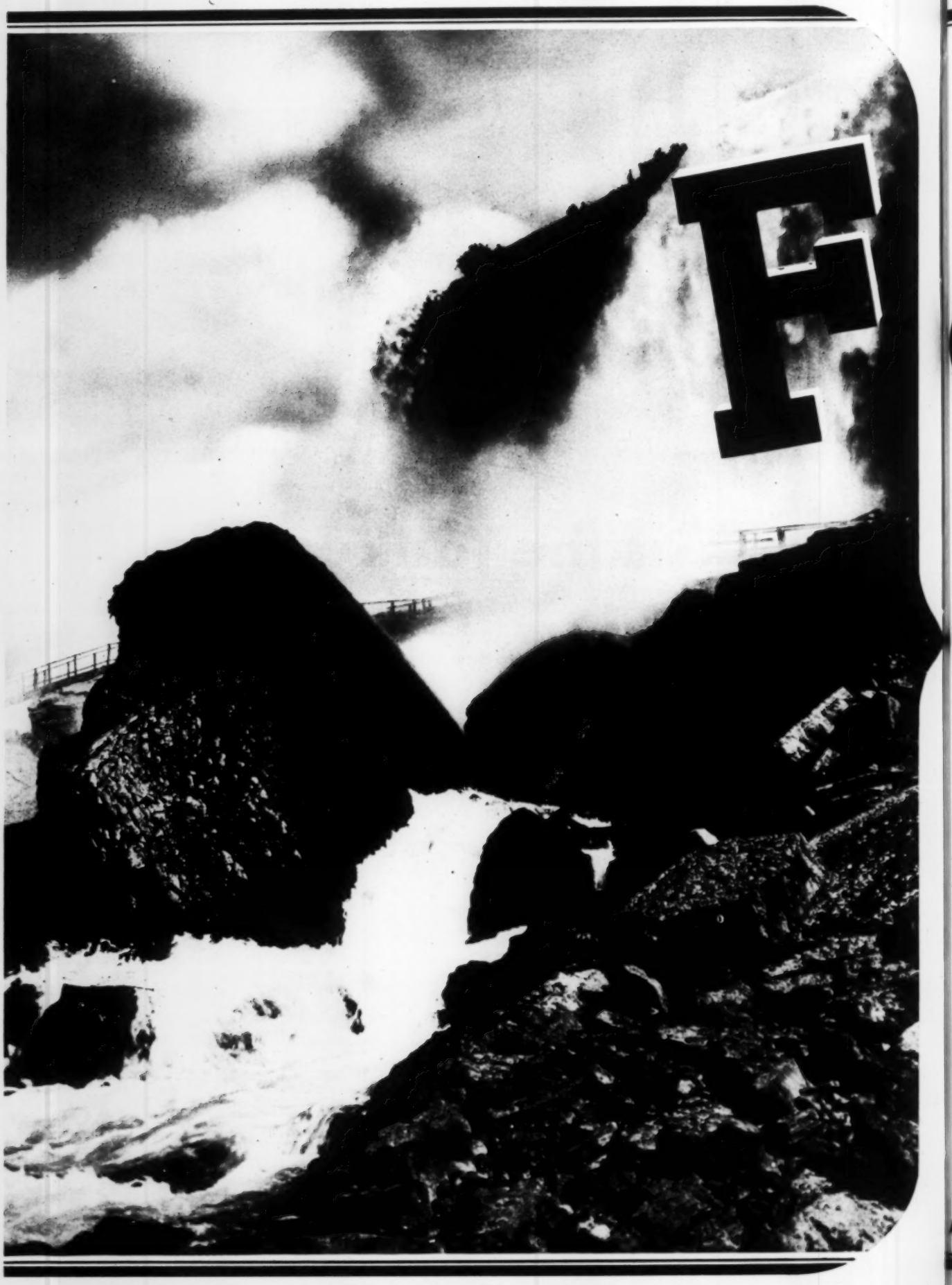
Every Yankee home-town station has local acceptance with the audience . . . with the local merchants . . . with distributors and dealers throughout its area. It is the local member of New England's largest regional network — Yankee . . . and of the world's largest network — Mutual.

You can use any one or several Yankee stations as a yardstick of results. It is a proved method for establishing a successful sales pattern which can be repeated with Yankee stations throughout the Yankee six-state area.

You can count on local acceptance — local impact — everywhere with any or all of Yankee's 23 home-town stations.

"This is The Yankee Network"

Member Mutual Broadcasting System


F

orce !

• Maximum efficiency is derived from force only when it is properly controlled and directed. Without such control even tremendous force is quickly dissipated.

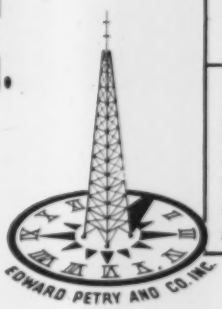
Spot Radio is Radio at maximum selling efficiency because only Spot Radio is directed into the markets and toward the people you want to reach with controlled intensity.

Whatever you have to sell you can sell it better, cheaper and faster with Spot Radio.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON



SPOT RADIO LIST

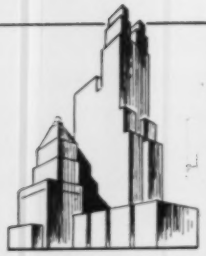
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

BALTIMORE _____ WBAL-TV
BOSTON _____ WNAC-TV
BUFFALO _____ WBEN-TV
LOS ANGELES _____ KFI-TV
MILWAUKEE _____ WTMJ-TV
M'P'L'S-ST. PAUL __ KTSP-TV

Any advertiser can — and most advertisers should — use Spot Radio



You can't cover Cincinnati with WFLA

but...

WFLA and WFLA-FM give you maximum coverage in Florida's growing Tampa-St. Petersburg market. Month after month—morning, afternoon and night—WFLA has earned top Hooper ratings. Now, ALL programs, NBC and local, sponsored and sustaining, are broadcast over both WFLA and WFLA-FM. For most listeners in the heart of Florida's biggest, richest trade area, buy the double-barrelled impact of WFLA and WFLA-FM.

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.
TAMPA

Feature of the Week

Mr. Leach (l) and Mr. Halls (r) discuss the illustrations on the board with Capt. Lest Eaton, of the California State Highway Patrol.

* * *

LOCAL automobile dealer organizations throughout the country might take a tip from the Fresno (Calif.) Motorcar Dealers Assn., which for three months has been sponsoring *Today on the Highway*, over KFRE Fresno, with excellent results.

According to Martin Leach, president of the Fresno dealer group, the program has proved to be an exceptional goodwill builder and service sales producer—as well as a safety promoter. It has won whole-hearted approval from the

(Continued on page 91)

On All Accounts

WARREN E. KRAFT believes that an advertising agency is "a partner in opportunity" with its clients. That's point number one in his professional philosophy, and he has shared opportunity with a goodly number of clients in thirty-one years in advertising.

Mr. Kraft is vice-president of Honig-Cooper Co. and manager of the agency's Seattle office. That has been his title since 1926—but his life has been far from monotonous.

WARREN

Among the other positions he has held concurrently in recent years have been: President of Seattle Advertising and Sales Club, chairman of Seattle Advertising Agency War Council, public relations adviser to the Washington State Defense Council (which followed his idea in setting up a Victory Network including every radio station in the state), vice president of Seattle Rotary Club and, in 1947, chairman of the Pacific Council, American Assn. of Advertising Agencies and member of AAAA's national board of directors.

Warren comes from a radio family. A brother, Vincent I., started KJR as the first Seattle station in 1922, and another brother, Edwin A., recently sold KINY Juneau and KTKN Ketchikan, and is still part owner of KRKL Kirkland. Warren himself was a wireless operator in the Signal Corps during World War I, and his two older sons served similarly in the Navy in the recent war, Warren Jr. as a radio operator, and Donald in radar. Both have been studying advertising at the U. of Washington, and the third son, Kenneth, is a reporter on his high school paper. All three of the boys share father's interest in the amateur print shop maintained in the basement of the Kraft home.

Born in Chicago in 1898, Mr. Kraft went to Seattle at the age of eleven. After graduating from the U. of Washington School of Journalism, he held jobs as copywriter, production manager and account executive up and down the Pacific Coast, returning to Seattle twenty-two years ago to assume his present post.

Although he knows and uses all media, he points to spot radio as the focus of "a special success

(Continued on page 91)

Remember the story about...

The Apple Blossom

that grew into

A Big Red Apple?

That's just like the story of WWDC in Washington. It started out small . . . and then it blossomed . . . and finally it ripened into the station that smart advertisers depend on for low-cost sales. To see your own sales message bear fruit in this rich market, use WWDC—AM and FM. It's the Washington radio station that produces results—economically.

WWDC
AM-FM—The D. C. Independent
Represented Nationally by
FORJOE & COMPANY

NEW HOOPER REPORT GIVES

AFTERNOON

STATION-PREFERENCES

IN "IOWA PLUS!"

NOW you can know what stations are listened-to most in ALL THE 116 COUNTIES IN "IOWA *PLUS*"—as well as in Polk County (Des Moines), which accounts for only 6% of the area's population.

C. E. Hooper, Inc. polled a scientific cross-section with the question: "To what stations do you and your family listen most frequently or the most time?" The resulting Report lists the percentage of mentions given each station with 1% or more.

AFTERNOONS, WHO GETS 27%
NEXT STATION GETS 8%!

For the period 12:00 Noon to 6:00 PM, WHO was rated first by 27% of respondents. Eleven other Iowa commercial stations polled 1% or more. The combined rating for all these stations totalled 32%.

We believe these figures from the Winter 1948 Listening Area Coverage Index support WHO's philosophy that *People listen most to that station whose programming pleases them best, whose Public Service arouses their greatest loyalty, and whose commercial necessities are handled most sensibly.*

Write for availabilities—or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, President • P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

CBSNBCABCMBS

—they're just letters in the alphabet!

A year ago, I promised a lot of friends that WMLO would justify their faith.

In that year, we've increased audiences 340%.

Since that first Hooper, we've moved up to third place in the morning (even ahead of the network that, elsewhere, tops morning listening).

In the afternoon, we're in second place, with 71% more audience than the average for the next five stations . . . 53% more than the average for the three network outlets we lead.

We have never used a "Hooper hypo". We carry no baseball. We have built audiences by interpreting this city in terms of *our* idea of radio.

We have not raised our rates. The result is that it would be very difficult to find a major market station offering as many listeners per dollar as are now available to WMLO advertisers.

This is an independent station, which means that *we* do the programming for Milwaukee. We think we know more about it than Hollywood or New York. The figures seem to agree!

Jerry Sill

WMLO

1000 watts on 1290 kilocycles—Milwaukee

Represented by Forjoe

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Thanks from Demos

EDITOR, BROADCASTING:

I wish to thank you for the very fine job of coverage of the Democratic Convention in your issue of July 19. It was most complete and very well done and we at the Committee appreciate it thoroughly. . . .

Kenneth D. Fry
Radio Director
Democratic National Committee
Washington, D. C.

* * *

Goose Is Vulnerable

EDITOR, BROADCASTING:

Thank you for printing the "IQ" test, . . .

It is time the radio industry as a whole should begin to take stock, and to profit by the experiences of others.

The movie industry has run the gamut of bank-nite, keno, free dishes, free this and that; . . .

Radio has, and is following much the same pattern. Unless men begin to use their intelligence, radio could very easily kill the goose that has laid the golden egg . . .

The listeners are still smart enough to seek other entertainment apart from radio, just as they have done from the movies . . .

Chester Petersen
"FM" National Advertising & Publicity
Hollywood 28, California

* * *

Urges M-Day Radio Plan

EDITOR, BROADCASTING:

I am surprised to note that BROADCASTING apparently thinks lessons of World War II with regard to voluntary censorship will hold good in possible World War III. [CLOSED CIRCUIT, July 12.]

It would be surprising, indeed, if the military gentry did not think in terms other than our radio experience during the past war when they did think of radio and television for possible future conflict.

It is precisely this point which Ed Kirby and I tried to make in the final chapter of our book, *Star Spangled Radio* [BROADCASTING, May 17]—that radio ad libbed its way quite successfully through the past war, but could never hope to repeat its ad lib performance through another.

Let us be grateful that the military are not thinking of the next war in terms of the last. The atom bomb, development of biological warfare and jet-propelled aviation have already out-moded concepts of war which we have known.

The military gentry are realistic. They know the rules of the past will not govern any futu M-Day. In *Star Spangled Rad* and in numerous talks with NA executives, I have repeatedly urg that the broadcasters particip with the military on an M-D plan for radio. And that pl should and must go far beyo mere censorship.

It is my firm conviction th if our free American system broadcasting is to survive a future war, the broadcasting i dustry must work closely with t military authorities now in se ting up a complete M-Day pl for radio; and that plan shou be overhauled each year by broadcasting-military liaison gro to meet new conditions which ha developed in the broadcasting-tel casting and the military fields.

Jack Harris
General Manager
KPRC Houston

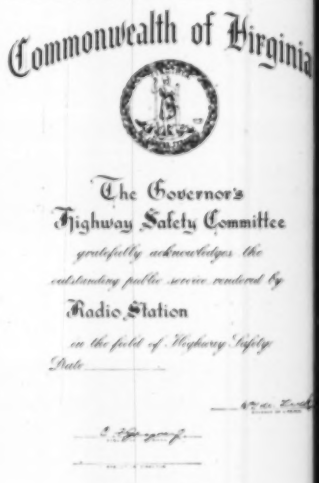
* * *

Safety Drive Aided

EDITOR, BROADCASTING:

The radio stations in Virgin have cooperated so wholehearted with the Governor's Highw Safety Committee that we feel th as the leading publication in t field, you should be apprised their great work.

As a result of the traffic safe efforts and accomplishments in t Commonwealth of Virginia duri the year 1947, we received thr national awards as tops in o section . . .



Safety Award

During 1947, our traffic deaths Virginia showed a decrease 18.6% over the preceding ye which represents 147 less lives l on our streets and highways. T great time and effort that our rad

(Continued on page 13)

BROADCASTING
Comparative Network Program Schedule
August 1948

Yeah, but can he lift a sales curve?

(If you're tired of cock and bull stories, see back page of insert.)

COMPARATIVE NETWORK PROGRAM SPONSOR SCHEDULES

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'l. Ins. Family Hour (151)	Quaker Oats Those Websters (484)	Catholic Hour S
6:15	Seaman Bros. Mon. Headlines (218) R	"	"	"
6:30	Arabian-American Oil "The Hope of Peace" (254)	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Am. Home Prod. Anacin Star Theatre (126) R
6:45	Concert Orchestra	"	Nick Carter (441)	"
7:00	Personal Autograph	Wrigley Gene Autry (154)	Mystery Playhouse	Am. Tobacco Co. Let's Talk Hollywood (161)
7:15	"	"	"	"
7:30	Johnny Fletcher S	CPP-Super Suds Blondie (151) R	Mutual Benefit Behind the Front Page (447)	F. W. Fitch Co. Rexall Summer Theatre (158)
7:45	"	"	"	"
8:00	Old Gold Stop The Music (170)	Wildroot Sam Spade (162)	Co-op A. L. Alexander	Standard Brands Show Chorale (150) *
8:15	Swerl Products	"	"	"
8:30	Speidel Corp. (169)	Gen. Motors Man Called X (164) R	Carter Products Jimmy Fidler (201)	R F D America S
8:45	Old Gold Cigarettes (169)	"	Twin Views Of The News S	"
9:00	Andrew Jergens Jergens Summer Journal (218)	Winner Take All S	Co-op Meet Me At Parkys (40)	Sterling Drug Man. M-Ga-R-Ki (147)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Superstition S	Strike It Rich S	It's A Living	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	"	"
10:00	Comedy Writers' Show S	Hollywood Showcase S Mickey Rooney	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Escape S	Clarys Gazette S	Philip Morris Horace Heidt (160)
10:45	We Care S	8:29 Luden's Strike It Rich	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
6:30	"	Fred Feibel S	"	Sketches in Melody S
6:45	"	P & G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	Robt. Lewis S 8:23 P & G Beulah	Co-op Fulton Lewis (339)	Liggett & Myers S. Kaye Orch. (161) R
7:15	Co-op Elmer Davis (46)	Robt. Lewis S 8:23 P & G Jack Smith	* Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (157)	Gen. Motors Henry Taylor (449)	Art Van Damme Quintet
7:45	"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Sound Off S	Bromo Seltzer Inner Sanctum (154) R	Falcon S	First Piano Quartet
8:15	"	"	"	"
8:30	Stars In The Night	Cabin B-13 S	Casebook of Gregory Hood	Firestone Voice Firestone (140)
8:45	"	8:30 Lever Godfrey's Talent Scouts *	"	"
9:00	Tomorrow's Tops	Our Miss Brooks S 8:30 Lux Theater	Carter Products Gabriel Heatter (321)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Orchestra	The Amazing Mr. Tutt S 8:30 Lux Theater	Quiet Please S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	" *	"
10:00	Elec. Workers Arthur Gaeth (97)	R. J. Reynolds Vaughn Monroe (159)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	To Be Announced	"	Orchestra S	General Electric Fred Waring (160)
10:45	"	Romance S	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	Frontier to Science S	"	6:15-6:20 Music Leibert 6:20-6:30 S
6:30	"	Fred Feibel S	"	Sketches in Melody S
6:45	"	P&G Ivory Thomas (79) R	"	Sun Oil Co 3-Star Extra (28)
7:00	Co-op Headline Edition (53) *	Robt. Lewis S 8:23 P & G Beulah	Fulton Lewis, Jr. (339)	Liggett & Myers S. Kaye Orch. (161) R
7:15	Co-op Elmer Davis (46)	Robt. Lewis S 8:23 P & G Jack Smith	Orchestra S	Miles Labs. News of World (132)
7:30	General Mills Green Hornet (160) R	Campbell Soup Club 15 (157)	News	Lennie Herman Quintet
7:45	"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149)	Mysterious Traveler S	Philip Morris Mel Torme (142) R
8:15	Chr. Sc. Mon. Views the News R	"	"	"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (151) R	Pharmaco, Inc. Official Detective (139)	Lewis Howe Co. Carmen Cavallero (150)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (119)	Serutan Co. Gabriel Heatter (212)	Jane Pickens Show S
9:15	"	"	Mutual Newsreel S	"
9:30	Boston Symphony S	DeSoto Plymouth Hit the Jackpot (164)	The Lone Wolf	Lever Bros. Call The Police (152)
9:45	"	"	" *	"
10:00	"	Studio 1 S	Robt. Kilgore S	Lever Bros. Corliss Archer (130)
10:15	"	"	"	"
10:30	What Do People Think (NAM)	"	Orchestra S	Brown & W'mson Evening with Romberg (160)
10:45	Summer Serenade (A. F. of L.)	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Tone Tapestries S	World News John McVane Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Mutual Chamber Music Ensemble S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (257)	Highlights Of The Bible
10:15	"	Ballard & Ballard Renfro Valley (29)	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	West'n Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Ref. Ch. Back To God (235)	Words & Music S
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Texas Jim S	Invitation to Learning S	Timely Topics	Olmsted & Co. S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (333)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	T B A	T B A	America United S
1:15	Editor At Home S	"	"	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Gen'l Mills Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Ozark Valley Folks S	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (191) R	Sing Along S 8:30 Gold Seal Arthur Godfrey	Say With Music Willard's Orch. S	P & G Road of Life (154)
10:45	Curtis Co. Listening Post (202) R	Sing Along S 9:15 Natl Biscuit Arthur Godfrey	"	P & G Joyce Jordan (152)
11:00	Breakfast In Hollywood S	Liggett & Myers Arthur Godfrey (161)	Co-op Passing Parade Nesbitt S	Toni Co. This Is N. Drake (156)
11:15	P&G Break. Hollyw'd (234)	"	Tell Your Neighbor (61) S	Manhattan Soap We Love and Learn (157)
11:30	West. Elec. Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Phil Morris Hearts Desire (223)	Prud'tl Ins. Jack Berch (139)
11:45	Kiernan's Corner	P & G Rosemary (64)	"	B. T. Babbitt Lora Lawton (97)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (59)	Serutan John B. Kennedy	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (78)	U. S. Service Bands S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (80)	*	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Harold Turner Organist S	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Ballard & Ballard Renfro Valley (28)	"	"
9:30	"	"	News R. Hurleigh S	Mind Your Manners S
9:45	"	Garden Gate S	Practical Gardener	"
10:00	This Is For You	Red Barber S	Ozark Valley Folks S	Frank Morriwell S
10:15	"	"	"	"
10:30	Johnny Thompson	Pet Milk Mary Taylor (139) R	Bill Harrington Sings S	Swift & Co. A. Andrews (161) R
10:45	Saturday Strings	"	Miscellaneous	"
11:00	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (150) *	Movie Matinee S	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	Seeman Bros. Tomorrow's Headlines (126)	Lever Bros. Junior Miss (164)	Teen Timers, Inc. Teen Timers Club (106)	Brown Shoe Smilin' Ed McConnell (156)
11:45	Seeman Bros. The Buddy Weed Show (11) *	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theater of Today (161)	Campus Capers S	Barrtault Wash. News S
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (53)	Miscellaneous S	Coffee With Congress S
12:45	"	"	Week In Washington	"
1:00	Luncheon with Maggi & Herb S	Pillsbury Grand Cen. Sta. (130)	Alan Lomax S	Allis-Chalmers Nat. Farm & Home Hour (163)
1:15	"	"	"	"

SUNDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music Liebert 6:20-6:30 S
"	Sketches In Melody S
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis, Jr. (339)	Liggett & Myers S. Kaye Orch. (161) R
Orch. S	Miles Labs. News of World (143)
News S	Adrian Rollini Trio
Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (34)
Special Agent S	National Minstrels S
"	"
High Adventure	Jack Pearl S
"	"
Carter Products Gabriel Heatter (321)	Bristol Myers Tex & Jinx (159)
Mutual Newsreel S	"
Lionel Hampton Show S	Bristol-Myers Dist. Attorney (140)
"	"
Opinion - Aire S	Am. Cig. & Cig. The Big Story (162)
"	"
California Melodies S	Pabst Beer The Thin Man
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not In Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S Radcliffe Hall Clem McCarthy 6:15-6:20 S Music Liebert 6:20-6:30 S
"	Men & Books S	"	Sketches In Melody S
"	Avenis du Monfred S	"	Sun Oil Co. 3-Star Extra (33)
"	P&G Ivory Thomas (79) R	"	Liggett & Myers S. Kaye Orch (162) R
Co-op Headline Edition (53) *	Robt Lewis S 8/23 P & G Beulah	Fulton Lewis, Jr. (339)	Miles Labs News of World (132)
Co-op Elmer Davis (46)	Robt Lewis S 8/23 P & G Jack Smith	Orch. S	Art Van Damme Quintet (27)
Music By Maupin	Campbell Soup Club 15 (157)	News S	Pure Oil Co. Kaltenborn (27)
"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Armed Services Review
The Front Page S	Dr. Standish S 8/23 P & G FBI In Peace and War	Lucky Partners	General Foods New Faces (145) R
"	"	"	"
Criminal Casebook	Whitehall Mr. Keen (146) R	Talent Jackpot S	Kraft Foods Co. Music Hall (144)
"	"	"	"
Child's World	Auto-Lite Suspense (161)	Serutan Co. Gabriel Heatter (212)	"
"	"	Mutual Newsreel S	"
Candid Microphone S	Toni Co. Crime Photog. (163)	Revere Camera All-Star Revue	Sealtest Noble-Woods (93)
"	"	Background For Stardom *	* Falstaff
Gillette Sports (254)	Hallmark Playhouse (159)	The Family Theatre S	R. J. Reynolds Bob Hawk Show (161)
"	"	"	"
"	Doorway to Life	Dance Orchestra S	The Time, the Place the Tune S
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not In Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S
"	Report from UN S	"	Music—Liebert 6:20-6:30 S
"	Avenis du Monfred S	"	Sketches In Melody
"	P&G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	Robt Lewis S 8/23 P & G Beulah	Fulton Lewis, Jr. (331)	Liggett & Myers S. Kaye Orch (162) R
Co-op Elmer Davis (46)	Robt Lewis S 8/23 P & G Jack Smith	Orchestra	Miles Labs. News of World (143)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (157)	Gen. Motors Heary Taylor (443)	Music For Tonight
"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (33)
Norwich Phar. Fat Man (136) R	Mr. Ace & JANE S	There's Always A Woman	Cities Service Co. Band of America (82)
"	8/27 Gen. Foods	"	"
Equitable Life This Is Your FBI (221) R	It's Always Albert S	Leave It to the Girls	Who Said That?
"	8/27 Gen. Foods Jack Carson	"	"
Bristol-Myers Break the Bank (183) R	My Favorite Husband S	Nozema Co. Gabriel Heatter (172)	"
"	"	Mutual Newsreel S	"
Pacific C. Borax The Sheriff (191)	Int. Silver Silver Summer Review (152)	Col. Stoopnagle Quiz Academy S	NBC University Theatre
Ch. Spark Plug Roll Call (215)	"	"	"
T B A	Philip Morris Everybody Wins Phil Baker (149)	Co-op Meet the Press (46)	Slapsie Maxie Show
"	"	"	"
"	Coca-Cola Dick Jurgens (161)	U. S. Air Forces Tex Beneke	Colg.-Palm.-Peet Sports Newsreel (70)
"	"	"	Pro and Con Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC
Ernie Felice Quartet S	News S Bancroft	Orchestra	News Summary S
Profits Of Prayer	T B A	"	Art of Living
Harry Wismer	Catbird Seat S	"	NBC Symphony S
Communism & One World S	News S Larry Lesueur	"	"
Challenge of The Yukon	St. Louis Municipal Opera S	Hawaii Calls S	"
"	"	"	"
General Mills Famous Trials (164) R	Pet Milk Sat. Nite Ser. (78) R	What's the Name Of That Song?	Mars Inc. Curtain Time (130)
"	"	"	"
Ross Dolan Detective (207) S	Sing It Again S	Ronson Metal 20 Questions (349)	Davie Date (Fr. Chicago)
"	"	"	"
The Amazing Mr. Malone	"	Stop Me S	Davie Date (Fr. N. Y.)
"	"	"	"
P&G - Co-op Gang Busters (62)	Morey Amsterdam Show Co-op	Three For The Money	Am. Tobacco Co. Your Hit Parade (160)
"	"	"	"
General Electric "What's My Name?" (184)	It Pays To Be Ignorant Co-op	"	Colg.-Palm.-Peet Can You Top This (143)
"	"	"	"
American Ol Prof. Quiz (101)	Let's Dance America S	Chicago Theatre of the Air S	R. J. Reynolds Grand Ole Opry (158)
"	"	"	"
Hayloft Hoedown (107) S	"	"	Radio City Playhouse S
"	"	"	"

6:00 P.M.
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SUNDAY

MBS	NBC
Music	Univ. of Chic. Rd. Table S
"	"
Air Force Show S	First Piano Quartet
"	"
Co-op Bill Cunningham (210)	RCA Victor Show (162)
Veteran Wants to Know S	"
Summer Melody S	Sheaffer Pen Parade (162)
"	"
Life Begins At 80	Stand. Brands 1 Man's Fam. (150)
"	"
General Foods House Mystery (464)	Miles Lab Quiz Kids (148)
"	"
Wilmsn. Candy True Detective (462)	Pillsbury Mills Bob Trout (62)
	Swing - 1948 S
Under Arrest	Author Meets Critic S
"	"
Helbros Watch What Makes You Tick? (403)	T B A
"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not In Service)	P & G Dr. Malone (81)	Bill Harrington Sings	Robt McCormick Co-op S
"	P & G Guiding Light (85)	Ralston Purina Cbd. Jamboree (167)	Robt. L. Ripley Co-op
Co-op Walt. Kierman (47)	Gen. Foods 2nd Mrs. Burton (66)	Ph. Morris (275) Miles Lab (470) Armour (232) Int. Milling (122)	Campbell Soup Double or Nothing (131)
Co-op Ethel & Albert (42)	P & G Perry Mason (102)	Queen For Day	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	T B A	Gen. Mills Today's Children (140)
"	Manhattan Evelyn Winters (163)	"	Gen. Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	"	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	Hilltop House S	"	P & G Ma Perkins (146)
Second Honeymoon	Gen. Elec. Houseparty (162)	Red Hook	P & G Pepper Young (151)
"	"	Misc. Programs	P & G Right to Happiness (150)
For The Luvva Mike	Armour & Co. Hint Hunt (158) R	Robert Hurleigh S	Sterling Drug Backstage Wife (145)
"	"	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (145)
Treasury Show S	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
"	"	Two-ton Baker S	Sterling Drug V. Wilder Brown (144)
Fun House	Treasury Bandstands S	Mert's Record Session S	Gen. F'ds When Girl Mar's (77)
"	"	Superman	Gen. F'ds Portia Faces Life (89)
Sea Hound S	Chicagoans S	Adventure Parade	Whitehall Just Plain Bill (59)
Derby Foods Sky King	Miles Lab. Lum 'n Abner (127) R	"	Whitehall Front Page Far' (58)

SATURDAY

ABC	CBS	MBS	NBC
Speaking of Songs S	Toni Co Give and Take (160)	Dance Orchestra	Ed. Tomlinson News
"	"	"	Report Europe S
Fascinating Rhythm S	Dance Orchestra S	"	Vincent Lopez & Orchestra S
"	"	"	"
Hitching Post S	Columbia Country Journal S	Bands for Bonds	Salute to Veterans S
"	"	"	"
Piano Playhouse S	Report From Overseas S	Magic Rhythm S	Native Sketches S
"	Adv. in Science S	"	Art Van Damme Quintet S
ABC Symphony S	Cross Section USA S	Sports Parade	Greg McCritchie Orchestra S
"	"	"	"
"	Stan Dougherty Presents S	Horse Races	Musicians S
"	"	Charles Slocum	"
T B A	Treasury Bandstands S	Pauline Alpert	"
Spotlight On Sports	"	First Church Christ Scientist (103)	"
Horse Race	T B A	U. S. Tobacco Take A Number (464)	S. C. Johnson Dizzy Dean Sport Show (163)
T B A	Horse Racing S	"	J. Morrell & Co. Lassie Show (163)
Melodies To Remember	Dave Stephens' Orchestra S	Shotwell Mfg True or False (464)	Dr. I. Q., Jr. Mars, Inc. (40)
RR Trainman Dorothy Fuldheim (58)	"	"	"

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S INDICATES SUSTAINING. R RE-BROADCAST ON WEST COAST; TBA TO BE ANNOUNCED.

ABC

5-6 PM Sun., Stop the Music: First and last quarters sponsored by P. Lorillard Company for "Old Gold," second sponsored by Speed Products Div. of Allied Chemical & Dye Corp., and third quarter by Speidel Co., makers of wristwatch bracelets. Harold Stassen takes over first quarter-hour on Sept. 5 and Democratic Inc. begins sponsorship of second segment Sept. 19.

11:45-12 noon Sat., The Buddy Weed Show sponsored by Beeman Brothers for White Rose Products over 11 stations and offered every to part of network.

CBS

12:30-12:45 AM Sat.-Sun., Carlton sponsors W. Sweeney News, (186) stations.
4:30-4 PM Every A Wine Counts.
4:15-4:30 PM News.

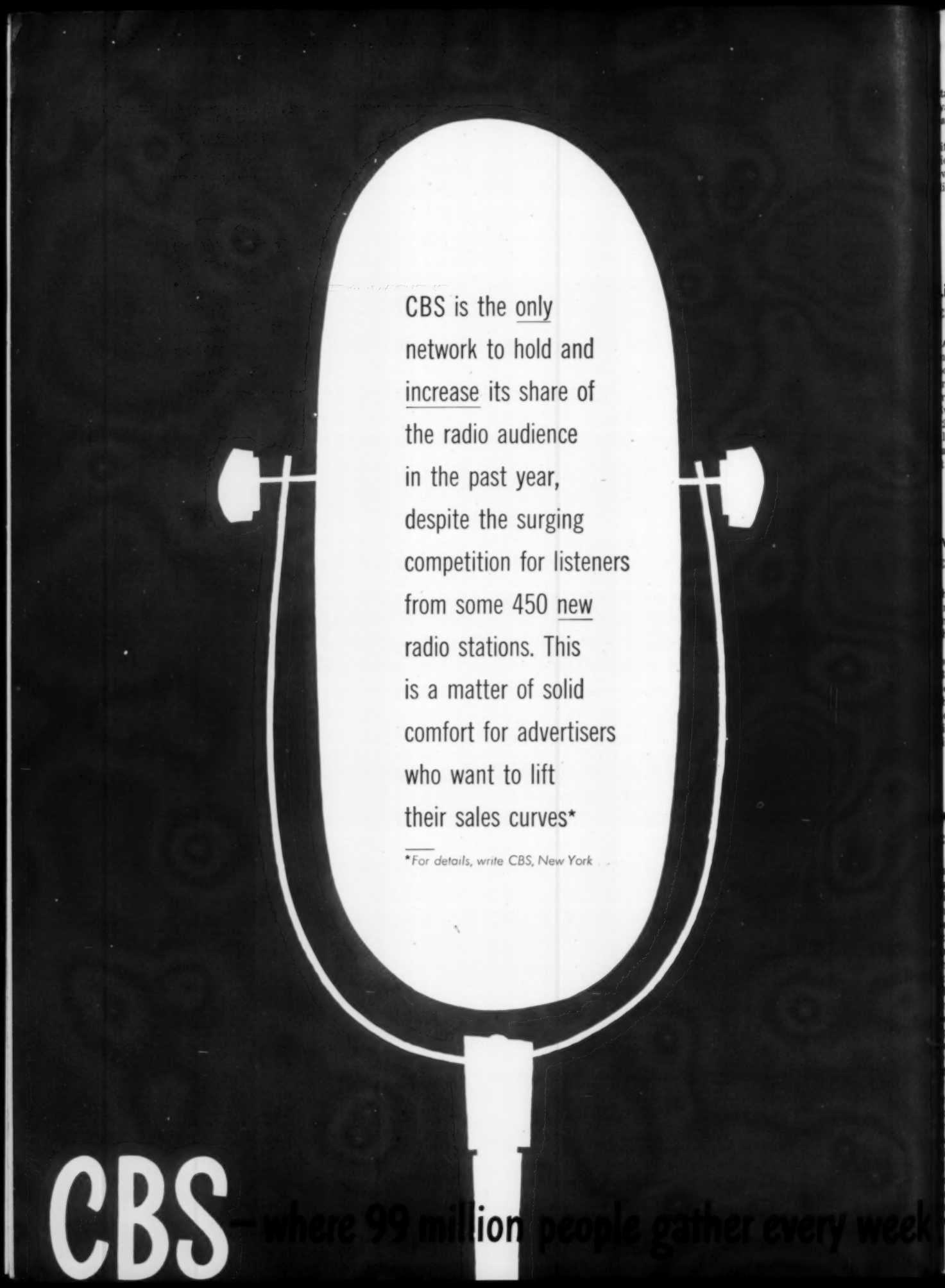
MBS

7:15-7:30 PM Monday through Friday, Appleton Cook sponsors Alvin Heller, News.
8:30-9 PM Monday through Friday E. E. Zimmer sponsor Billy Rose.
11:55-12 PM, Monday-Friday, Johns-Manville sponsors Bill Henry, news.
12:30-1 PM Members only, misc. programs with Bill Harrington.

NBC

12:30-12:45 AM Fred Waring Show sponsored Gen. Wall by S. C. Johnson & Son, Pat Thom, by Amer. Meat Institute, & Pet. by Minnesota Valley Canning Co.
4:30-5 PM Thursday, Pabst's Blue Ribbon program Music from the Heart of America on 55 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (142)—Morgan Beatty.

BROADCASTING
The Weekly Newsmagazine of Radio
BROADCASTING


CBS is the only network to hold and increase its share of the radio audience in the past year, despite the surging competition for listeners from some 450 new radio stations. This is a matter of solid comfort for advertisers who want to lift their sales curves*
*For details, write CBS, New York
CBS—where 99 million people gather every week

(Continued from page 12)

tations gave to this safety project was certainly manifest in that life saving.

We are presently presenting certificates of appreciation to the stations of our state and want to use every other means available to indicate our sincere appreciation . . .

E. H. Williams Jr.
Executive Director
Governor's Highway Safety Committee
Richmond, Va.

* * *

Liked Swift Story

EDITOR, BROADCASTING:

To find a spare copy of BROADCASTING idling around some station manager's desk is almost an impossibility. But on returning here from a rather extended business trip I found the swell article on Swift and Company in the July 12 issue. It's a honey and I know all parties represented in the story can do nothing more than enjoy it immensely.

Ell Henry
Publicity Director
ABC Chicago

* * *

Ivey's Radio Accounts

EDITOR, BROADCASTING:

We were surprised to note . . . that your story on Philadelphia and the activities of the advertising agencies engaged in radio in this city did not include this agency.

This agency places the Phillies' *Inside of Sports* program, for Bayuk Cigars Inc., over the Mutual network, five nights a week, and the program emanates from Philadelphia. We also place a considerable volume of spot advertising. . . .

Stella M. Kilcullen
Neal D. Ivey Co.
Philadelphia, Pa.

* * *

Wants Better Programs

EDITOR, BROADCASTING:

As a person very interested in radio, (my father is business manager of WDNC) I have long been disturbed over the lack of balance in radio schedules. Durham now has good listening access to seven stations—including major networks and two independents. One would think that with this battery one could get anything he wanted at almost any time, but this is not so. In the morning and afternoon, the network stations are running soap operas, breakfast shows, quiz programs; all of which are fine, but which endless repetition and lack of originality drive into the ground. The independent stations run hours on end of disc-jockey shows. I like popular music very much, but this endless playing of the same popular songs drives me crazy and soon kills the popularity of the songs. The network stations have some good drama shows (and some bad), some lousy quiz shows and some fine discussion and documentary programs and some very good music programs—but not enough!

I challenge the Durham stations, stations everywhere, and the networks to balance their schedules. I want more good discussion programs, informative programs, good music, in other words less "junk" on the air.

Radio can do a great service to the American people by gradually raising the standard of programs and thus enriching the culture of all the people in our country. As long as the radio industry listens more to "Hooperatings" than good sense and intelligence it will finally get to the point where the government (Heaven forbid!) would have to intervene.

Dante Germino Jr.
Durham, N. C.

BIG WIND
Tornado Quiets Transmitter Of WAUX Waukesha

SERVICE was interrupted at WAUX Waukesha, Wis., July 23 when a tornado and heavy rains hit the area. Power was off at the transmitter for 40 minutes as a result of the storm.

When operation was resumed, Mig Figi, general manager, and other members of the staff gave a half-hour broadcast advising the public as to damage done.

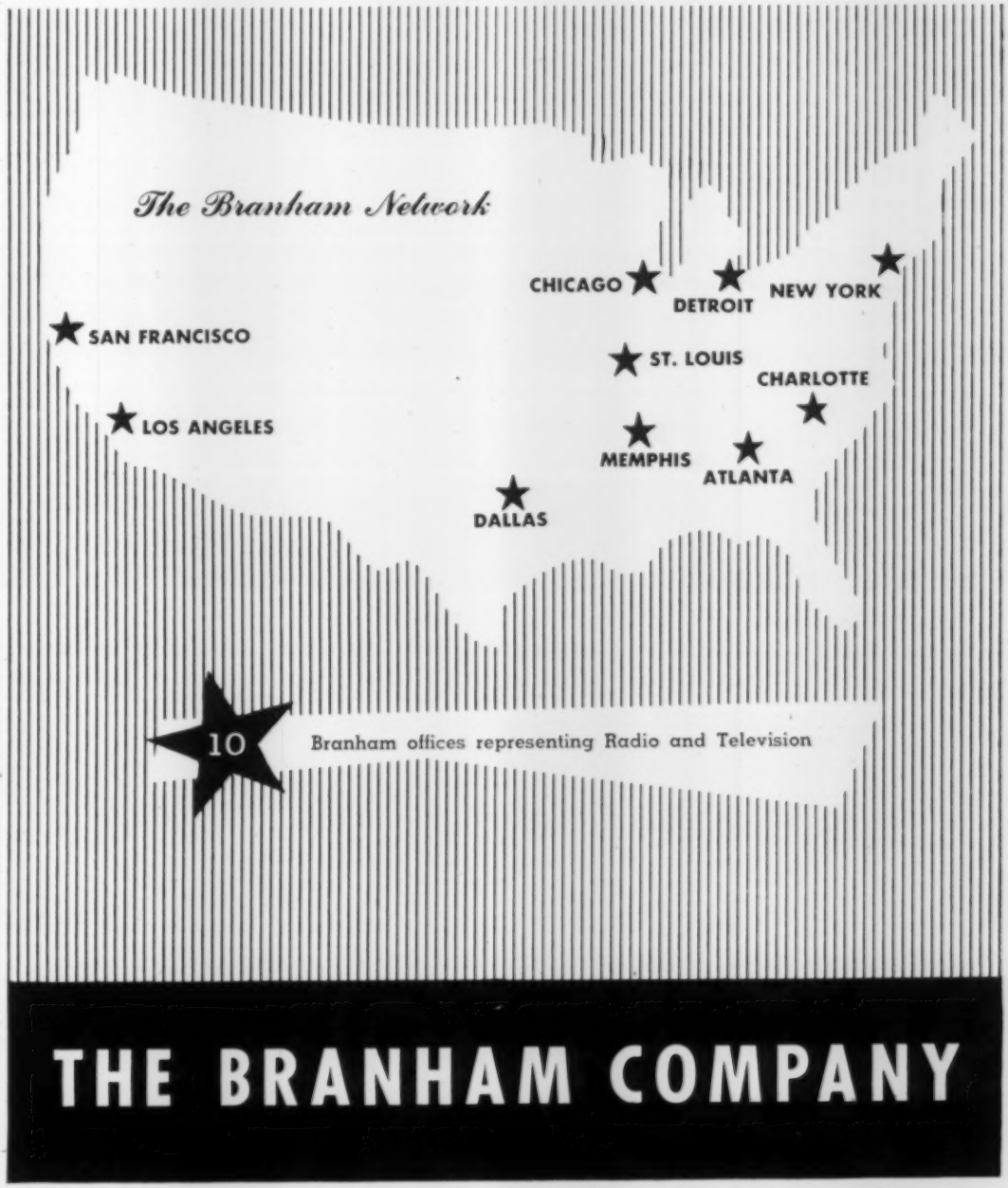
Although winds were reported to have reached 90 miles an hour, no damage was done to WAUX's AM and FM towers.

WMIT at Winston-Salem Boosts Power to 72.5 kw

ANOTHER STEP toward its authorized goal of 300 kw which it hopes to reach within a year, was taken July 22 by WMIT (FM) Winston-Salem when it boosted its effective radiated power to 72.5 kw and purportedly became North Carolina's most powerful station.

WMIT, which is planning to move its main studios to Charlotte where studios and office space are now under construction in the Charlotte News Building, is owned by Assistant Secretary of the Army Gordon Gray, president of The Piedmont Publishing Co., publishers of the *Winston-Salem Journal* and the *Twin City Sentinel* and owner and operator of WSJS and WSJS-FM Winston-Salem.

Harold Essex, managing director of the station, reported the station is now operating with its permanent antenna, an eight-bay radiator atop a 100 foot supporter tower on Mt. Mitchell, more than 6,500 feet above sea level. The station, which serves listeners in portions of North and South Carolina, Virginia, West Virginia, Kentucky, Tennessee and Georgia, when at full power reportedly will cover over 50,000 square miles.



HERE'S PROOF . . .

That WROL Is Your Best Buy . . . By Far In Knoxville!

• GREATER COVERAGE

WROL with 5,000 watts at 620 kilocycles, gives you greater coverage than any other Knoxville station. WROL's 0.5 MV/M signal covers greater area according to the calculated values of Harold B. Rothrock, consulting radio engineer, Washington, D. C.

• GREATER AUDIENCE

Based on the second quarter report of "The Knoxville Radio Research Study" sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor, Supervisor, and Dr. E. E. Garrison, Associate Professor Marketing, School of Business Administration, University of Tennessee, covering the months of April, May and June, 1948, with a total of 43,200 coincidental telephone calls.

	WROL	Station "B"	Station "C"	Station "D"	Station "E"
7 AM-7 PM Mon.-Fri.	37.5	30.7	17.9	7.3	6.3

• LOWER COST

The cost of Knoxville listening is approximated by assuming 100% listening and 40,000 radio homes in Knox County and using the single time 15 minutes published card rate. Relative costs are correct for any percentage of listening.

	WROL	Station "B"	Station "C"	Station "D"	Station "E"
Homes Per Dollar Cost	750	490	480	225	148

John Blair & Co., National Reps.

Harry Cummings, Jacksonville, Fla. Southeastern Rep.

WROL

620 KILOCYCLES

5,000 WATTS

East Tennessee's Greatest Coverage

FOR EAST TENNESSEE

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247

East Tennessee's Most Powerful Station

Agencies

TOM HICKS, former head of own production agency and for ye producer-director of *Your Hit Parade* and Tommy Dorsey progra joins Fletcher D. Richards Inc., New York. GEORGE PAMENT of Richards Inc., assigned to video timebuying and SY FROLI formerly in copy, moved to radio and television department.

FRANKLIN C. WHEELER, vice president of Brisacher, Van Norden Staff, San Francisco, promoted to executive vice president with respo sibilities extended to New York and Los Angeles offices in addition to S Francisco office.

JOHN PIKALA, radio writer with Fadell Adv., Minneapolis, since Nove ber 1947, named radio director. He formerly was with BBDO and WO both in New York and WALB and WGPC Albany,

Mr. Pikala

JEAN DUNSON, former continuity director at WE Cleveland, joins Gregory & House, same city, as a sistant radio director. JAMES HOWSON joins as co writer.

JEROME F. HORWITZ Jr., formerly with I. T. Col Agency, Washington, joins Paul Lynn Heller Ad same city, in charge of radio and television accoun

FREITAG Adv., Atlanta, Ga., this month moves fr 761 Peachtree St., N.E., to own building at 988 Spri St., N.W.

H. D. WALSH, vice president, Hixson & Jorgens Los Angeles, named television director.

BARBARA KEANE, assistant radio director of Alley & Richards, B ton, named radio director.

FRANK LEISS, former media director of Foote, Cone & Beldi Chicago, joins Peck Adv., New York, as media director.

GENE FRANKE, formerly with McCarty Co., Los Angeles, as acco executive, resigns to form own agency with offices at 2404 West 7th Firm name is Advertising & Sales Consultants Agency.

HARVEY H. STROBUSCH, manager of Knox Reeves Adv., San Fra cisco, promoted to vice president in charge of agency's western ope tions.

JAMES P. DWYER, formerly with Abner J. Geula Assoc., Philadelph named to copy staff of Gray & Rogers, Philadelphia.

IRVIN L. SITEMAN, former radio actor, joins Glasser-Gailey Inc., L Angeles, as account executive.

RUSSELL K. MacDOUGAL, formerly with N. W. Ayer & Son, jo Young & Rubicam, Chicago, as account executive.

GRETCHEN VANDIVERT, former advertising manager of Union Co., San Francisco, joins Conley, Baltzer, Pettler & Stewart A same city.

JOAN KLEIN, formerly with Ruth Maier Public Relations Counsel, a pointed publicity and television director for Fashion Adv. Co., New Y

MAYFIELD KAYLOR, radio production director of Smith, Bull McCreery Inc., Hollywood, is in New York on start of six-weeks' sur of Eastern television markets for agency's clients.

M. W. FERSHING Inc., New York, which moved July 1 from 140 22nd St. to 244 5th Ave., expands its services from direct mail general advertising.

LEE RINGER, Los Angeles advertising agency, elected member American Assn. of Adv. Agencies.

RAY CORMIER, account executive at Hunter Adv., Los Angeles, is t father of a girl, Virginia Lou, born July 14.

DAN P. RYAN, former radio and television commercial production ch at Dancer-Fitzgerald-Sample, Chicago, joins creative staff of Tatha Laird, Chicago, with similar responsibility.

REINGOLD Co., Boston, elected to membership in American Assn. Adv. Agencies.

KCBC

. . . in Des Moines

. . . on 1000 watts

. . . at 1390 kilocycles

. . . with Mutual

announces

the appointment . . .
effective August 1st
of a new
national
representative

Weed and company

FLASH ANNOUNCEMENT!

TWO TERRIFIC TOP RATED SPORTS SHOWS AVAILABLE FOR PLAY-BY-PLAY SPONSORSHIP. 33 HOME GAMES CHAMPIONSHIP PHILADELPHIA WARRIORS BASKETBALL TEAM . . . 34 THRILL PACKED PHILADELPHIA ROCKETS ICE HOCKEY GAMES. AVAILABLE TOGETHER OR SEPARATELY. COMPLETE PUBLICITY BUILD-UP . . . CAR CARDS, OUTDOOR POSTERS, NEWSPAPERS, TRADE PAPERS. WRITE OR WIRE FOR COMPLETE DETAILS.

PHILADELPHIA'S 'SPORTS' STATION

WIBG

10,000 WATTS • DIAL 990

Represented Nationally by ADAM J. YOUNG, Inc.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

New Business

PARAMOUNT PICTURES to give heavy radio exploitation to comin film release, "A Foreign Affair." Stars and studio personaliti spotted on key network programs in advance; transcribed inte views with stars of cast distributed to 856 stations and special scrip to local stations; used 120 spots on five stations in six days in Sa Francisco; using seven stations in Los Angeles, with comparable pla for major markets throughout country.

PENN-JERSEY AUTO STORES (automobile accessories), Pennsylvan and New Jersey chain, appoints Philip Klein Adv., Philadelphia, to hand advertising. Will use radio spots.

REXALL DRUGS Inc. to sponsor all home and road games of Lo Angeles Rams professional football team over KMPC Hollywood. Age cy: BBDO, Los Angeles.

SOUTHERN COMFORT Corp., St. Louis, appoints Gardner Adv., sam city, to handle advertising of Southern Comfort and Coffee Southern.

MALCOM SCATES Co., Washington, appoints Media Inc., same city to handle its advertising. Radio will continue to be used.

MARLO FOODS, San Francisco, Sept. 1 enters Los Angeles market vi spot radio in special one-month campaign on KFI KMPC and KH Initial radio to consist of approximately 50 spots, with more definit campaign later. Agency: Harrington, Whitney & Hurst, San Francisc

WISCONSIN CENTENNIAL EXPOSITION using 12 one-minute spot on WTMJ-TV Milwaukee, July 23 to Aug. 15 to promote State Fair Par Aug. 7-29. Agency: Bert S. Gittins Adv., Milwaukee.

J. W. LEAVITT Co., Boston (Teddy Peanut Butter), Sept. 9 start *Hobby Lobby* on WHDH Boston, Thurs., 9-9:30 p.m. Agency: Wiswe Adv., Boston.

DAY & NIGHT WATER HEATERS and **PANELRAY GAS HEATERS** Los Angeles, using one-minute film spots on KTSL and KTLA, Lo Angeles video stations. Expansion planned as other TV stations i area begin.

Network Accounts • • •

BROWN SHOE Co., St. Louis, Aug. 28 renews for 52 weeks *Smilin' Ed McConnell and His Buster Brown Gang* on NBC, Sat., 10:30-11 a.m (CDT). Agency: Leo Burnett Inc., Chicago.

LANGENDORF UNITED BAKERIES, San Francisco (bread), Aug. renews for 52 weeks *Red Ryder* on 10 Don Lee stations, Tues.-Thurs 7:30-8 p.m. Agency: J. Walter Thompson Co., San Francisco.

BLOCK DRUG Co., originally scheduled to start sponsorship of *Ris and Shine* on full Don Lee network Oct. 4, began it July 26, Mon., Wed Fri., 7:30-7:45 a.m. (PDST). Agency: Cecil & Presbrey Inc., New Yor

Adpeople • • •

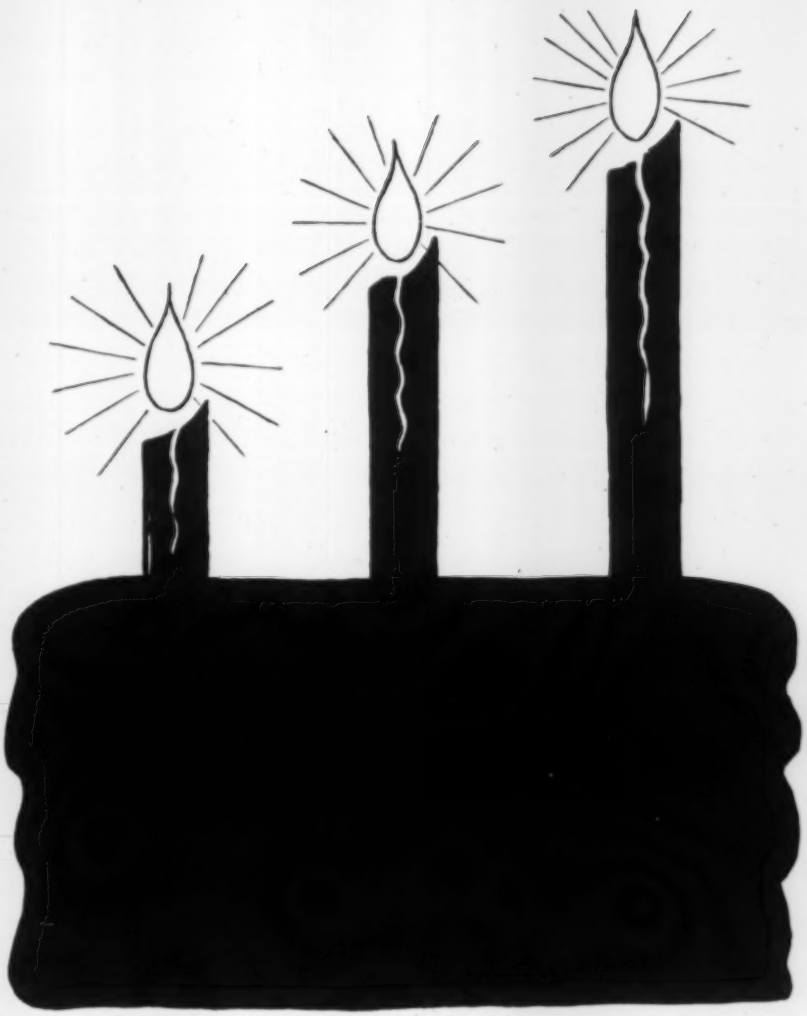
FRANK M. HEAD, vice president and general manager, United Cigar Whelan Stores Corp., elected vice president of Adv. Club of New Yor

NORMAN B. SMITH, with Sunshine Biscuits Inc. since 1913, appointe advertising manager.

MACE MAIR, former sales promotion manager of Gypsum, Lime an Alabastine Canada Ltd., joins Assn. of Canadian Advertisers, Toronto

Food for Champions

GENERAL MILLS Inc. is doing its part to assure America's victory in the Olympic Games in London. The firm has announced that 52 complimentary cases of its Wheaties, "Breakfast of Champions," each containing 200 one-ounce packages, have been dispatched by steamer for the breakfasts of the 425 athletes on the U. S. team.



So it's Happy Birthday Number Two for us!

We have three candles on our cake—one for each of the two glorious years we've been reaching out into that wonderful Memphis air. One candle to grow on—to give even better service and more profitable business for our advertisers and their agencies.

WHHM *Delivers More Listeners Per Dollar in Memphis*

*Wonderful for advertisers who enjoy hearing the register ring repeat sales.

*Wonderful for us for we're the station with those happy, happy Hoopers.

FORJOE & CO., representatives

WHHM

AND A HAPPY BIRTHDAY TO YOU, TOO

MEMPHIS, TENNESSEE

PATT McDONALD, Manager

Telestatus

(REPORT 18)

TV COMMERCIAL TIME ANALYSIS

ONCE AGAIN sports telecasts topped all other program material, in point of commercial time, accounting for 107 hours and four minutes, or 53%, of the 198 hours and 53 minutes recorded by 20 stations for the period June 6-12 inclusive. Figures are reflected in initial TV tabulations issued a fortnight ago by N. C. Rorabaugh Co., New York, upon whose compilation this report is based. A previous TELESTATUS listed video advertisers by industry classes [BROADCASTING, July 12].

Findings presented herewith are confined solely to commercial video air time for one week. Adjoining are tables computing in time and percentages such factors as program type, service class, program units (station accounts) and comparative ranks.

Highlights were these:

● Sports programs, which comprised virtually all remote time, were the front-runner in overall time if not in actual program or announcement units where their parent category (remotes) totaled only 10%.

● Studio film was used by more advertisers than any other single service type programwise, studio live by more advertisers in terms of hours and minutes.

● Quiz and audience participation shows, highly regarded by advertisers as desirable AM fare, held low-ranking position commercially in television.

● Live network programs represented 11% of all programs listed on individual station logs.

In hours and minutes, news and variety followed sports in second and third places. Other rankings: drama, fourth; education, fifth; announcements (as a group), sixth; childrens' programs, seventh; quiz, eighth; discussion, ninth; and audience participation, tenth, Commentary, music and special events were at the bottom of the list.

Sports were represented in all service types (see Table I). In addition to the regular standbys of baseball, boxing and wrestling, there were special attractions like the Belmont Stakes, tennis exhibitions, regattas, and policemen vs. firemen baseball contest. An increase was noted in supplemental baseball coverage which included player and fan interviews, results, and historical data. Sportscasts took the form of both live and film, originated locally or by network hookups.

TABLE I

Video Service Analysis June 6-12 (Commercial)

Program Type	Studio Live* Hours-Minutes	Studio Film* (or slide) Hours-Minutes	Studio (Live &/or Film) Hours-Minutes	All Remotes (Live &/or Film) Hours-Minutes	Total By Prog. Class Hours-Minutes	Percent
Aud. Participation	3:00	---	---	---	3:00	1%
Childrens	1:30	:28	5:00	---	6:58	3%
Commentary	:50	---	---	---	:50	--**
Discussion	3:11	---	---	---	3:11	1%
Drama	7:00	2:45	2:30	---	12:15	6%
Education	7:45	:58	1:10	1:00	10:53	5%
Musical	:15	---	:27	---	:42	--**
News	2:05	10:35	4:55	:10	17:45	9%
Quiz	5:15	---	---	---	5:15	2%
Sports	3:50	2:05	1:15	99:54	107:04	53%
Special Events (other than sports)	---	---	---	---	---	--**
Variety	15:05	---	1:45	---	16:50	8%
Weather Reports	:05	:11	---	---	:16	
Time Signals	---	1:20	:04	---	1:24 ††	4%
Other Announcements	:12½	6:45½	1:12	---	8:10	
Miscellaneous	1:40	:15	1:25	1:00	4:20	---
Total Hours-Minutes by Serv. Category	51:43½	25:22½	19:43	102:04	198:53	100%**

* Includes network programs ** Remaining 8%

† All announcements

Few Shifts Since February

Compared with commercial time ratings for February 1948, when 15 stations returned questionnaires [BROADCASTING, April 26], all program types but one maintained relative positions. News jumped from sixth to second, replacing children shows. Music dropped off appreciably, although some allowance should be made for its inclusion on many variety shows whose format is varied. Yet, notwithstanding that fact and also the lifting of the AFM ban on use of musicians, television's live musical development appears still in the embryonic phase.

Mentionable also was the total absence of special events (other than sports), which is at once understandable, since normally they are sustaining rather than sponsored. (Recent Republican and Democratic Convention coverage is a case in point.) Doubtless many of the 20 stations carried special events, figures for which were not reflected in the Rorabaugh commercial report.

In video air time that week, programs accounted for 189 hours and 53 minutes and all announcements (weather reports, time signals, etc.) for nine hours and 50 minutes.

What means of presentation sponsors utilized to reach their audience can be seen in types of service (Table I, reading downward). Remotes (with or without film) led the field with 102 hours and four minutes (due to sports telecasts). Live studio programs or announcements (including network-originated) ran 51 hours and 43½ minutes, constituting about 25%. Studio programs using films or slides (including network) took up 25 hours and 22½ minutes. Studio, combining live and film, accounted for the remaining 19 hours and 43 minutes. Variety programs sponsored by advertisers were primarily live, while commercial newscasts were heavily in the studio film category.

Announcements on Film

Most announcements were done also by film, inviting comparison with aural radio's counterpart, the transcribed commercial, and pointing up the manifestations behind the mushrooming of TV film production firms. In terms of the advertiser's dollar, it is strongly indicated, they offer economy in delivering the sponsor's message, and fill the vacuum in which video currently finds itself in attempting to resolve live production problems peculiar only to television advertising.

First Rorabaugh TV report also offers a revealing slant on advertisers' preferences in terms of service type—but this time in relation to programs and announcements as submitted in individual station schedules. Strictly speaking, they are not accounts, inasmuch as regional or network advertisers duplicate their offerings on more than one station. They are more properly program units and reflect business of each station with a vi to each sponsored segment as separate account. (Actually, t more stations employed, the m the cost to each advertiser.)

BROADCASTING enumerated such commercial units, with breakdown covering nine serv types (Table IV). Studio film w the one most used by far, w 252 unit accounts, or 48%. A other 77, or 14%, accrued fr studio film and live combin Others: Studio live, 80, or 15

TABLE II

Rank of Video Programs (Commercial)

	February 1948*		Week June 6-12**
Aud. Participation	7	—	10
Children's	2	—	7
Commentary	10	—	11
Discussion	11	—	9
Drama	4	—	4
Education	5	—	5
Musical	8	—	12
News	6	—	2
Quiz	(not listed)	—	8
Sports	1	—	1
Special Events	9	—	13
Variety	3	—	3
All Announcements	(not listed)	—	6

* Based on April 26 Telestatus of 15 stations (entire month).

** 20 stations (one week).

TABLE III

Video Air Time June 6-12

Hrs.-Mins. (Commercial)

Programs	189
Announcements	9
Total	198

network live (included under stu live in Table I) 58, 11%; rem live, 39, or 7%; remote live w film, 18, or 3%. Remote and work film, and remote and stu live, were practically negligible.

It is noteworthy that when sports are high in video air t (events average upwards of hours for each telecast), they c prise not more than 10% of station unit accounts (remote, and live with film). Unquesti ably, that type of attraction c not be expected to retain its e foothold indefinitely in light TV's growing prestige, contin development and increasing c cern over sports' local appro tions of potentially valuable work time, especially at night.

By the same token, test patte

(Continued on page 83)

Telestatus Report

on WHIO-TV, Dayton, Ohio

- Our mobile unit with field cameras is making dry runs now.
- WHIO-TV's new studio building will be completed by September.
- Our motion picture division is set up and ready to roll.
- It won't be long now until WHIO will be able to offer you all three—AM, FM and TV.

G. P. Hollingbery Company
Representatives

WHIO-TV
Dayton, Ohio
AM - FM - TV

Harry E. Cummings
Southeastern
Representative

5000 WATTS AM
BASIC CBS

IT'S EASY, IF YOU KNOW HOW!

EVERYBODY talks about Showmanship, but how many people even know what it means?

We think radio Showmanship is *KNOW-HOW in Radio Entertainment*—radio that's planned right, aimed right and delivered right, in reference to the audience at hand.

For 22 years we at KWKH have applied ourselves diligently to developing a special and individual brand of Showmanship for our particular territory. *Result?* Well, to take one example, KWKH has so much audience-appeal that it is rated the *tenth* CBS station in America, in the morning—the *ninth* in the evening. (Hooper Station Listening Indexes, Feb.-Mar., 1948.)

That's KNOW-HOW. Would you like to put it to work?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*
Dean Upson, *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 35, No. 5 WASHINGTON, D. C., AUGUST 2, 1948 $7.00 A YEAR—25c A COPY

ALTERNATE RADIO CAPITAL?

Priest Supports M-Day Plan

A LEGISLATOR has indicated his intentions of pressing for legislation creating an alternate seat of government with an M-Day emergency communications system if such plans are not included in civil defense blueprints slated for transmittal to Defense Secretary James V. Forrestal last Saturday.

Rep. J. Percy Priest (D-Tenn.) told BROADCASTING last Thursday he would sponsor or support legislation to guarantee an emergency system of broadcasting from an alternate seat of government which would replace the nation's capital should it be destroyed in an enemy attack.

"This is a challenging problem," Congressman Priest said, "which I wanted to give more attention to during the last regular session." The legislator said if the blueprints of the Civil Defense Planning Division of the Military Establishment failed to point up the need for an emergency capital, with communications facilities, he "may draft a bill" or support measures proposing such preparedness.

'Tentative' Master Plan

Russell J. Hopley, director of the Civil Defense Planning Division, told BROADCASTING last Thursday, that a "tentative" master plan, including the communications phase, would be sent to Secretary Forrestal for preliminary study on July 31. Members of the various sections of the division reportedly were in constant session every day last week in an effort to meet the July target date.

Mr. Hopley explained that a misunderstanding exists relative to the target date.

Contrary to previous impressions, the first draft the Defense Chief will receive will be merely for a "tentative looksee at the tentative plans," he said.

It is considered likely that the original draft will be returned to the division for modifications, Mr. Hopley declared. The final draft will be transmitted to Mr. Forrestal "sometime this fall," according to the civil defense leader.

Only vague mention of a communications center was believed to have been made during conferences between defense officials and an industry advisory panel, consisting of ten representatives of AM, FM and TV broadcasting. It was felt, however, that military leaders might themselves be giving the matter heavy consideration.

A knotty problem which defense and industry conferees were believed to have encountered was the advisability of imposing radio silence in the event this nation is attacked [BROADCASTING, July 26].

"The absence of any plan for the utilization of radio as an instrument of offense or defense in an emergency might well imperil the public safety and the national interest," Congressman Priest said.

Priest's Proposal

Rep. Priest revealed he was considering introduction of a measure in the 81st Congress to provide communications facilities in an alternate capital. He said the bill probably would be referred to the House Interstate and Foreign Commerce Committee, of which he is a member.

An alternative under consideration by Congressman Priest hinged upon whether Rep. James W. Trimble (D-Ark.) re-introduces in the 81st Congress a bill (H. J. Res. 34, 80th Congress) to create an alternate seat of government for use in the event Washington were destroyed by enemy action. If this measure is re-introduced he plans to offer an amendment providing for the communications center in the emergency capital.

Rep. Trimble indicated it was his intention to re-introduce the measure and that he had no objection if Rep. Priest's amendment were attached. Disclaiming any "pride of authorship," Rep. Trimble said he would welcome the introduction of another measure.

The matter, Rep. Priest explained, first came to his attention "in a rather challenging manner by the concluding chapter of a book just published by the Ziff-Davis Publishing Co. under the title *Star-Spangled Radio*. This book, written by Edward M. Kirby and Jack W. Harris, is an account of radio's part in World War II.

Authors From Priest's District

Both authors come from Nashville and played roles in radio during World War II. Colonel Kirby, now vice president of WMAK Nashville, became radio chief for General Eisenhower, and Colonel Harris, now general manager of KPRC Houston, became chief of radio operations for General MacArthur.

"When the substance of this final chapter . . . was brought to the attention of the War Department," the legislator explained, "Colonel Kirby was recalled to active duty

(*Continued on page 73*)

HURON HEARING

Congress Asks for Explanation

By ED KEYS

A CONGRESSIONAL committee last week called hearings on the FCC's controversial damned-if-you-do-damned-if-you-don't Port Huron decision, currently plaguing broadcasters who found themselves in the middle of a tug-of-war as political forces fought for coveted radio and video time.

Harassed radio men found in the announcement by Rep. Forest A. Harness, chairman of the Select Committee investigating the FCC, their second chance for possible relief from the Port Huron decision, regarded in broadcasting circles as the acme of ambiguity.

Houston Suit

The initial ray of hope was cast by KPRC Houston, which filed suit in U. S. District Court in Houston asking that the FCC's interpretation of the political-broadcast law be set aside and a court interpretation substituted [BROADCASTING, July 19]. The issues involved in the controversy were brought sharply into focus by the suit, which came in the wake of a ruling by the Texas State Attorney General that Texas stations must still abide by Texas libel laws, regardless of the Commission's ruling.

Meanwhile Section 315 of the Communications Act of 1934, which touched off the Port Huron controversy, had produced more headaches for networks on a national scale.

Rush for Free Drink

Representatives of the three political parties were tangling with each other as they rushed for the network's time-trough for a free drink, to which they claimed they were entitled under Section 315, which provides equal opportunities for all candidates for public office.

In a second suit filed July 29, KPRC asked the court to convene a special three-judge tribunal [BROADCASTING, July 26] for a court test of the law which FCC interpreted to mean that:

- Stations may not censor political broadcasts for allegedly libelous or slanderous material;
- Since stations are forbidden to censor, "it would appear" that they won't be held liable in event of criminal or civil suits based on libel or slander contained in such broadcasts.
- It is censorship to cancel a scheduled political speech because it contains libelous or slanderous material.

More Criticism

Another Republican Congressman also leveled criticism at the Port Huron decision, maintaining that the decision was aimed at scaring stations away from booking of political broadcasts. His theory was that Republicans have superior radio personalities and would outshine the Democrats in campaigns which will count heavily on radio impressions. He felt broadcasters were more "political-wise" and would not be frightened by the decision, which he implied was administration-inspired.

First concrete action of the House Select Committee, authorized by the Harness resolution passed in the closing days of the regular session of the 80th Congress, significantly was the announcement last Wednesday that open hearings "on the controversial Port

(*Continued on page 68*)

INDUSTRY BAROMETER

$1 Billion Gross Seen in 195

A BILLION dollar broadcasting industry is visualized by Dr. Victor J. Andrew in the accompanying article. This huge annual gross billing he believes, will be reached within 10 years. Bright prospects are held for business during this year, with a predicted increase of $66,000,000 over 1947. A gross annual billing of $626,000,000 is seen for 1949. In both 1955 and 1956 he believes the billings will be less than $100,000 from the billion mark. The engineer arrived at his interesting and stimulating deductions through a study of and extension of findings in the FCC's 1947 report, "An Economic Study of Standard Broadcasting." Among the chief factors influencing his analysis were a continuing trend of spending the advertising dollar with radio in preference to newspapers, an enhanced position of advertising within our society and a population increase. The author heads the Andrew Corp., a firm specializing in engineering and in manufacturing of antenna systems and equipment.

Dr. Andrew

By DR. VICTOR J. ANDREW

ANALYSIS of the factors affecting income of the broadcast industry indicates that the following annual gross billings can be expected:

1947	$ 501,000,000
1948	567,000,000
1949	626,000,000
1950	682,000,000
1951	732,000,000
1952	782,000,000
1953	835,000,000
1954	889,000,000
1955	926,000,000
1956	967,000,000
1957	1,003,000,000

The causes for the steady increase are:

(1) The swing of advertising money from newspapers to radio will continue. This will be particularly true in local advertising, as a result of the great increase in number of AM and FM stations in communities which formerly had no station.

(2) The relative position of advertising in our economy is increasing sharply as we get out of a war economy. Furthermore, there is a long-time tendency for gradual increase in the importance of advertising.

(3) Substantial population increase is occurring in this country.

These conclusions are the result of study and extension of the findings in the Federal Communications Commission's report, "An Economic Study of Standard Broadcasting", issued Oct. 31, 1947.

One of the complications of this study is the variation in the yardstick, the dollar. The *disposable personal income per capita* is assumed to have more fundamental significance than the dollar. The method of calculation therefore assumes this as the real constant, and assumes that the variations in calculated *disposable personal income per dollar* are merely indications of the varying value of the dollar.

Types of Expansion

This precaution is necessary to distinguish between the following cases:

(1) Business expansion due to an increase of population, which can support an increased number of radio stations.

(2) Apparent business expansion due to inflation which increase both income and expense of the industry proportionally, and does not justify increasing the number of stations.

Extrapolation of past trends has been the principal tool of this study. To avoid effects of inflation, the data for former years has been converted into ratios which are in themselves independent of the value of the dollar. These ratios have then been extrapolated for future years.

The data is then re-converted from ratios to dollars for future years by simply assuming that the dollar retains its 1947 value. That is, we assume that the *disposable personal income per capita* will remain at the 1947 value of $1,222.

The fact that we undoubtedly will have slow variation in the dollar level of our economy should have no serious effect on the real significance of this article. It means simply that the broadcast industry, and each station within it, should have a proportional increase (or decrease) in both income and expense when stated in dollars.

There is always the possibility that our economy will suffer serious dislocation from explosive inflation.

(*Continued on page 75*)

Complete figures used by Dr. Andrew and explained in the above story follow:

TABLE I

(1) Year	(2) Population, (millions)	(3) Disposable personal income, (billion)	(4) Disposable personal income, (per capita)	(5) Gross billings, broadcast (million)	(6) Gross billings broadcast & newspaper (million)	(7) Gross billings, broadcast & newspaper in % of disposable personal income	(8) Gross billings broadcast, in % of gross billings, broadcast & newspaper
1928	120.5	78.1	648	14	824	1.05	1.7
1929	121.8	82.5	677	27	874	1.06	3.1
1930	123.1	73.7	597	40	792	1.08	5.1
1931	124.0	63.0	508	56	737	1.17	7.6
1932	124.8	47.8	383	62	608	1.18	10.2
1933	125.6	45.2	360	57	552	1.22	10.3
1934	126.4	51.6	408	73	630	1.22	11.6
1935	127.3	58.0	456	96	684	1.18	14.0
1936	128.1	68.3	533	118	770	1.13	15.3
1937	128.8	71.1	552	141	815	1.15	17.3
1938	129.8	65.5	505	150	751	1.15	20.0
1939	130.9	70.2	537	171	781	1.11	21.9
1940	132.0	75.7	573	208	837	1.11	24.9
1941	133.1	92.0	691	238	888	0.97	26.8
1942	133.8	116.2	869	255	865	0.74	30.7
1943	134.0	131.6	982	307	1002	0.76	30.6
1944	132.6	146.0	1100	392	1085	0.74	36.1
1945	132.0	150.7	1141	412	1134	0.75	36.3
1946	139.9	158.4	1133	433	1323	0.83	32.2
1947	143.4	175.3	1222	501	1644	0.94	30.5
1948	145.0	177.2	1222	567	1717	0.97	33.0
1949	146.5	179.0	1222	626	1790	1.00	35.0
1950	148.0	180.9	1222	682	1845	1.02	37.0
1951	149.5	182.7	1222	732	1900	1.04	38.5
1952	150.9	184.4	1222	782	1955	1.06	40.0
1953	152.3	186.1	1222	835	2010	1.18	41.5
1954	153.7	187.8	1222	889	2066	1.10	43.0
1955	155.1	189.5	1222	926	2103	1.11	44.0
1956	156.5	191.2	1222	967	2141	1.12	45.0
1957	157.9	193.0	1222	1003	2181	1.13	46.0

BMB SUPPORTED

Third District NAB Meet Hears Frost

DON FROST, assistant advertising manager for Bristol-Myers Co., told 143 broadcasters attending the Third District NAB meeting in Philadelphia's Bellevue Stratford Hotel Thursday that BMB reports are rapidly becoming dog-eared gospel for advertisers in a strong plea for the research organization at the first session of the two-day conference.

★

He said his own company has often failed to add certain stations to its list of outlets because BMB figures were not available for them. With publication of BMB figures in 1947, radio figures came into being comparable with Audit Bureau of Circulation figures for publications which were available to us for 25 years, he said. "BMB serves the same basis for the time buyer that ABC serves for the space buyer. I say without equivocation that we do need BMB figures."

He said that in his business, as well as in broadcasting, the times have changed so that "no one can ride the gravy train." We no longer can be satisfied with pig in poke purchases. We are not buying without knowing circulation and coverage.

Preceding Mr. Frost's plea for support of BMB from the sponsor standpoint, Mary Dunlavey, time buyer for Pedlar and Ryan, New York, told the broadcasters that agency personnel consider BMB reports "one of our most important tools." She reported that the Procter & Gamble account used BMB as the basis of planning all its coverage.

"I am confident," she said, "that wider use of the services of BMB will result in more money for radio."

Hugh Feltis, president of BMB, led off the discussion on the measurement organization by outlining the need for the organization and its work. In the course of his talk he urged broadcasters to get to work on their congressmen and senators to have them support Senate Bill 1950 which would have the Census Bureau incorporate radio questions in its next census. He said BMB had to spend $30,000 to obtain such radio information and would have to spend such a sum again in 1950 if the Census

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WEST VIRGINIA Broadcasters Assn. (picture at left) and Virginia Assn. of Broadcasters met during NAB District 4 session at White Sulphur Springs. West Virginia group's officers, elected at March meeting, include (front row, l to r): John T. Gelder, WKNA Charleston, secretary-treasurer; John Phillips, WGKV Charleston, president; Allen L. Haid, WMMN Fairmont, vice president; Marshall Rosene, WSAZ Huntington, director. Back row: William E. Rine, WWVA Wheeling and Fort Industry vice president, director; Jack Reynolds, WKWK Wheeling, director; E. J. Hodel, WCFC Beckley, director; Joe L. Smith Jr., WJLS Beckley, director; Harold Shaw, WOAY Oak Hill, director. Picture at right shows officers elected by Virginia Assn. of Broadcasters during District 4 convention. They are (l to r): R. Sanford Guyer WBTM Danville director; Phillip P. Allen, WLVA Lynchburg, vice president; John W. Shultz, WMVA Martinsville, director; John W. New, WTAR Norfolk, president; E. E. Bishop, WGH Newport News, director; Frank U. Fletcher, WARL Arlington, secretary-treasurer.

DISTRICT 4

By J. FRANK BEATTY

BROADCASTERS of NAB's District 4, reeling from the impact of television cost data, rallied as the first district meeting wound up last Tuesday and left for home fortified by facts and still anxious to embrace the new medium.

The annual district meeting series, now on a summer-fall schedule for the first time, opened at the Greenbrier, White Sulphur Springs. Campbell Arnoux, WTAR Norfolk, District 4 director, presided at the Monday-Tuesday meeting, attended by some 275 broadcasters.

TV was uppermost in nearly every mind Tuesday as Charles A. Batson, NAB information director, unfolded results of a three-month survey of video. The data will provide the basis of an extensive report designed to help station operators decide whether to enter the visual medium. (See story on this page.)

Bankruptcy Fears

But fears of bankruptcy seemed to dominate most minds as broadcasters and consultants gloomily dwelt on the financial and technical barriers they were told confronted those with video aspirations.

But T. A. M. Craven, Cowles station vice president, dramatically wound up the two-day meeting by recalling the tribulations of radio operators in his 35 years of electronic experience.

"I've watched AM develop, then FM, and now you're worried about television," he said. "The problems of TV have been severe and continuous. I would advise you to marry the girl rather than lose her."

The effect was electric, and reassured broadcasters walked out of the meeting less cowed by the warning of Glenn D. Gillett, engineering consultant, that they must face the prospect of losing twice their original investment in TV.

That investment, according to Mr. Batson, will range up to a minimum average of $370,000 for metropolitan stations.

If the first NAB district meeting was typical of the 13 still to come, television will dominate the agendas. FM received little attention at the Greenbrier until the final Horizons Unlimited session Tuesday afternoon, following Mr. Batson's presentation. At that panel C. M. Jansky Jr., consultant, charged FM is held back because radio time is not bought by coverage.

Drawn into the FM discussion were George B. Storer, president of Fort Industry Co.; Mr. Arnoux; Frank E. Koehler, WROV Roanoke, Va.; Harold Essex, WSJS Winston-Salem, and Mr. Craven.

Out of their exchange of operating practices came indication that FM's merits in freedom from static and day-round coverage eventually will bring it into the prominence many of its backers predict. TV's greater fascination for the public and lack of good low-cost FM receivers were cited as reasons for the general FM apathy. Little interest was apparent in high-fidelity characteristics of FM, reflecting public reaction.

The two-day District 4 agenda featured a series of workshop discussions by NAB staff directors, many of whom will make the entire district meeting circuit. NAB President Justin Miller addressed the opening day luncheon, calling for observance of the Standards of Practice.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, addressed the Tuesday luncheon, lauded radio's role as a mechanized aid to distribution and suggested broadcasters were lax in failing to set up a system of agency recognition and neglecting to support the AAAA's 2% cash discount policy.

Inclusion of a radio set question in the 1950 census was urged by the district in adopting a series of resolutions.

Opening the convention Monday morning, Director Arnoux named a resolutions committee consisting of John S. Phillips, WGKV Charleston, W. Va.; James H. Moore, WSLS Roanoke; John S. Hayes, WINX Washington; J. Dudley Saumenig, WIS Columbia, S. C.; B. Walter Huffington, Portsmouth,

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Video Costs, Problems Focus of Meet

TV STATION COST

NAB Dist. 4 Given Detailed Data

DETAILED data on cost of television station installation was presented by Charles A. Batson, NAB information director, at the Tuesday session of the NAB District 4 meeting at White Sulphur Springs, W. Va., July 26-27. The data, representing the results of a three-month survey of video by NAB, included estimates on costs of both programming facilities and transmitting plant equipment.

Presented here in detail the data is to be part of an extension report which NAB will prepare in order to assist station operators weighing the advisibility of entering the television field.

Mr. Batson cited television cost data including installation and construction, gathered from all available sources, showing programming facilities cost an average minimum of $65,000 for remote equipment. He listed control equipment costing $10,000, studio equipment, $75,000, film equipment, $30,000. He called the figures "average minima," with variations due to special situations. These figures are based on use of existing studio space.

Transmitting plants for community stations cost $80,000 ($20,000 less if existing transmitter building and tower can be utilized). For metropolitan stations, transmitting plant cost is $175,000 ($40,000 less if existing building and tower can be utilized).

Studio transmitter relay equipment costs $10,000, with $1,000 for installation, he said.

Some of his findings are presented below in tabular form:

PROGRAMMING FACILITIES

Average minimum cost of programming facilities for television stations (no additional station-owned equipment needed when common carrier connecting facilities are used).

Remote Equipment

Dual camera chain (2 cameras, sync generator, master monitor and switching system)	$35,000
Audio equipment	1,500
Microwave relay	10,000

(Continued on page 93)

NAB TRAVELING TROUPE at first of district meeting series, caught at opening day luncheon of District 4 session with district officers, follows (l to r): O. L. Carpenter, WPTF Raleigh, district sales chairman; John W. Shultz, WMVA Martinsville, Va., district small market chairman; Carl Haverlin, BMI president; Justin Miller, NAB president; Campbell Arnoux, District 4 director; A. D. Willard Jr., NAB executive v.p.

MIAMI TV REVOKED

IN TWIN MOVES considered sure to produce fireworks [CLOSED CIRCUIT, July 26], FCC last Thursday revoked its 16-month-old grant for a Miami television station and ordered a hearing on the proposed assignment of an AM permit which it linked with the television station.

The stations are WTVJ (TV), slated to go on the air soon under the operation of Southern Radio & Television Equipment Co., and WMIE Miami, whose construction permit is held by the Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. but would be assigned, with FCC consent, to Sun Coast itself.

Hearing Can Be Asked

FCC based its revocation of the television grant on grounds of concealment and misrepresentation of ownership and financial affairs.

The revocation would be effective Aug. 30, but under the Communications Act a request for hearing will automatically stay the revocation order until the hearing has been held and decided. FCC said a request for hearing would be accepted through Aug. 20.

When the video grant was issued in March 1947, Southern Radio & Television Equipment Co. was owned by Robert J. Venn, an 11-year veteran of broadcasting, who was identified as president and 66% stockholder; Edward M. Claughton, in real estate and investments, 32%, and Edward J. Nelson, Miami attorney, 2%.

The Commission contends investigation showed that, although the company has reported the ownership unchanged, Mr. Venn has relinquished control to Wolfson-Meyer Theatre Enterprises Inc. of Miami and that Mr. Claughton has withdrawn from the company and has had returned to him some $213,660 in checks which he had made available to build the station.

Nor did the company ever deposit checks totaling $214,000 which its officials had represented as available for construction of the television outlet, FCC claims.

An application for FCC approval of transfer of control of the television company to Wolfson-Meyer, with Mr. Venn retaining a minority interest, has been pending since April this year. But FCC contends Mr. Venn actually relinquished control "about or during May 1947."

Wolfson-Meyer Theatre Enterprises was also listed as a substantial stockholder (46%) of the Lincoln Operating Co. when the grant was issued for WMIE, on 1140 kc with 10 kw day and 5 kw night [BROADCASTING, June 11, 1947]. The remainder of the stock was divided equally between Mitchell Wolfson and Sidney Meyer (27% each).

Mitchell Wolfson meanwhile was listed as president and a director of Sun Coast, proposed assignee of WMIE, while Mr. Venn was reported to be Sun Coast vice president. Arthur B. McBride, Ohio cab company owner, is chairman of the board of Sun Coast, according to FCC records, and he and Daniel Sherby, who with members of their respective families own WINK Ft. Myers, Fla., are the chief Sun Coast stockholders (39.25% each). WINK is not involved in the FCC actions. Other Sun Coast owners include Lincoln Operating (10%).

The Commission, which made both the WTVJ and WMIE grants without hearing, was known to have had both cases under study for some time. It decided first to issue a show-cause order against WMIE but reconsidered a few hours later and decided to approach the case from the standpoint of a hearing on the assignment application while instituting revocation proceedings against WTVJ.

Simultaneously, FCC authorized WMIE to conduct equipment tests.

The WTVJ grant is for Channel 4 (66-72 mc) with 1.57 kw visual and 786 w aural powers.

AM Set for Hearing

5-a-Week Deems Taylor Series Starts Sept. 13

DEEMS TAYLOR, music critic and composer, will become a "long hair" disc jockey Sept. 13 with inauguration of *The Deems Taylor Concert*, it was announced Wednesday by Walter Schwimmer, president of Radio Features Inc., Chicago, producer of the transcribed series.

Mr. Schwimmer made the announcement at a press conference in Chicago's Ambassador East Hotel. He said the series would consist of 30-minute broadcasts five times a week featuring such guest stars as Gladys Swarthout, Fritz Reiner, Pierre Monteaux and Jan Peerce.

Stations in New York, Philadelphia and Boston and on the Yankee Network already have contracted for the programs, and more than 100 are expected to sign by the starting date, he said.

FC&B Promotes Nathan

CYRUS H. NATHAN has been elected a vice president of Foote, Cone & Belding, New York. Mr. Nathan has been associated with the firm since it was founded, except for wartime service with the Office of the Coordinator of Inter-American Affairs, and prior to that with Lord & Thomas.

Mr. Nathan

'BEAMED' SUCCESS

Bakery Buns Rise 300%

USE of the "beamed broadcast" technique by Hanscom Brothers, Philadelphia bakery chain, has made the sponsor, once disgruntled with radio, an enthusiast for the medium.

Through radio, Hanscom's has boosted sales of its cinnamon curls 300% and has brought new customers into its 20 retail stores in the greater Philadelphia area. Use of the beamed broadcast technique is in line with a speech of Dr. Kenneth H. Baker, director of research for NAB, in which he urged stations to use available research findings to improve programs and beam promotion [BROADCASTING, May 24].

Actual planning and execution of the broadcasts was a teamwork deal between Hal Montgomery, account executive at Martin & Andrews, Philadelphia; Robert H. Teter, account executive at KYW Philadelphia, and James Stewart, advertising manager of Hanscom's.

Hanscom's bakery line includes pies, cakes, pastry, bread, and a complete candy line. The cinnamon curls, however, were selected by the Martin & Andrews agency for the beamed broadcast experiment because the product was entirely new. Prior to use of radio, no advertising was employed to promote it.

Introduced in December

The product had been introduced Dec. 1 of last year, by direct over-the-counter selling. This resulted in an initial sales peak of 1,400 dozen per week. Direct selling was then discontinued and sales dropped to 700 dozen per week.

At that point the beamed broadcast technique was applied. Martin & Andrews studied audience selection. Analysis of the stores themselves and their peak selling periods indicated that a substantial volume

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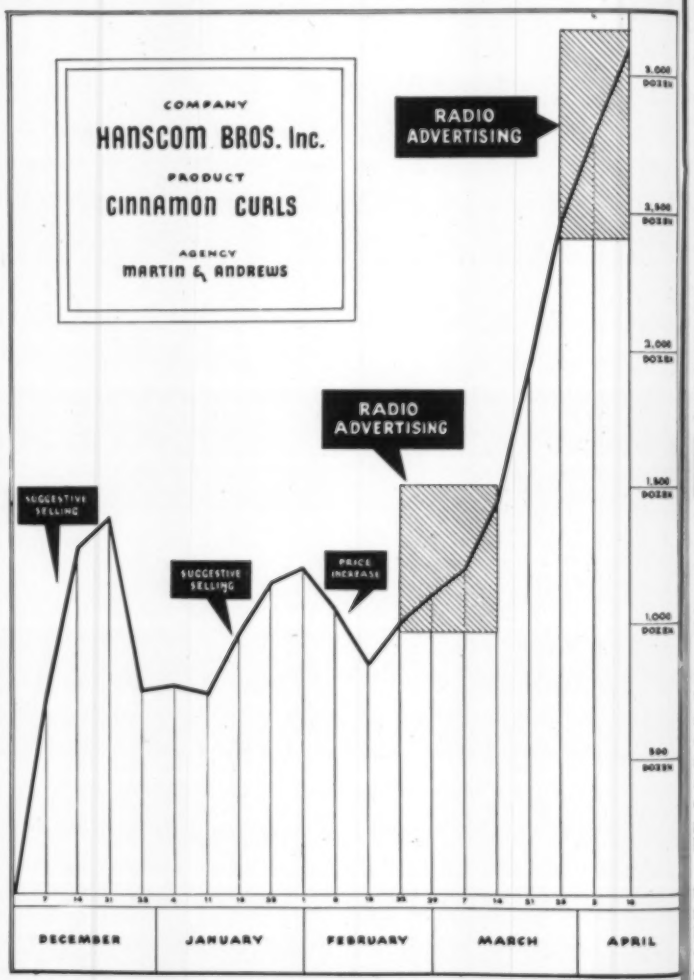

THIS CHART shows what radio did to sales of Hanscom's cinnamon curls. Fi shaded area shows how radio picked up the product and sent its sales zoomi into an ascent which continued after radio was discontinued for brief period. Rad was then applied as another shot in the arm when it looked as though a peak wa reached—with the result that new levels were scaled.

JETT OK's TV

12 Channels Good 10 Years, He Says

E. K. JETT, until eight months ago a member of the FCC and previously its chief engineer, predicted last week that today's 12 television channels will be good "at least 10 years from today," but conceded that more channels may be added in the meantime.

The former Commissioner, now vice president in charge of radio for the Baltimore *Sunpapers*, took the position that color television "is still five years away."

His views were obviously calculated to counteract a prevailing fear among broadcasters that the lower portion of the present video band may soon be lost to the safety and special services, as predicted informally a few weeks ago by FCC Acting Chief Engineer John A. Willoughby, who said at the same time that he thought color television might be here within two years [BROADCASTING, July 5].

Mr. Jett's testimony was presented during the windup of FCC's hearings on its proposed nationwide video channel reallocation [BROADCASTING, July 5, 12], in which it shared the spotlight with these developments:

● Testimony on the Westinghouse Stratovision system of airborne television and FM relaying, which ended in the exclusion of the Stratovision proposal from the hearing when it developed that more allocations would be affected than Westinghouse had formally enumerated;

● ABC testimony on tropospheric effects (long range transmissions) and on proposals by the network which would provide that the area to be served by any station should be determined on the basis of "geographical or economic features, not by the artificial means of field intensity contours."

● A plea by Television Broadcasters Assn. for additional channels; for reconsideration of FCC's "policy" against directional antennas in TV; for protection out to the 2-millivolt contour, and, along with ABC, for establishment of standards with respect to tropospherics.

● Allen B. DuMont Labs' recommendation for creation of eight new television channels from present government frequencies, an increase in maximum power for metropolitan-class stations, creation of tropospheric standards, and protection to the 2,000 and "where possible" to the 500 microvolt contour [BROADCASTING, July 5, 12].

● Discussion of the complex and controversial subject of directional antennas by Andrew Alford, antenna expert and designer of a directional which WTOP Inc. proposes to use in the new Washington station it seeks.

Next phase of the allocations proceeding will come Aug. 16, when the Commission will hear oral argument. Today (Aug. 2) is deadline for filing briefs for the argument, and Aug. 9 is deadline for submitting replies.

Last week's sessions, running from Monday morning through early Wednesday afternoon, were held before the Commission *en*

(*Continued on page 70*)

IN WIND-UP of FCC's television channel reallocations hearing, C. E. Nobles, Westinghouse engineer who conceived the idea of Stratovision while riding in a plane, is shown at left as he testified on development of the airborne relay system. Details of the particular proposal for Pittsburgh later were excluded from the hearing. At right, Dr. Thomas T. Goldsmith Jr., DuMont research director, explains his 16-foot allocations map, which formed a backdrop for each witness.

* * *

PAYROLLS

Range From $7,100 To $597 Weekly

AVERAGE payrolls at broadcast stations range from $7,100 per week for network affiliated large stations in large cities to $597 for small stations in small cities, Richard P. Doherty, NAB director of employe-employer relations, told the District 4 convention at White Sulphur Springs, W. Va.

Analyzing payrolls and employment at stations, Mr. Doherty found that the weekly payroll increases both as the size of the city increases and as the size of the station increases. Affiliates, moreover, have generally higher payrolls than nonaffiliates.

Technicians comprise the largest single group of employes at large and medium stations, he showed. In the case of small stations, announcers and technicians share top rank.

Number of technicians ranges from 21 at large stations in large cities to 1 at small stations. Next most important class at most large stations is the musicians group, with clerical help running at about the same level. Number of musicians ranges from 15 at large stations to none at small operations.

Analysis of employment is shown in two tables covering staff composition of fulltime employes and payroll with total employment, both broken down by size of station and size of city, affiliated and unaffiliated.

The tables follow:

STATION EMPLOYMENT and PAYROLL

	Employment: No. Persons on Staff (incl. mgr., com. mgr.) Total Persons	Full-time Employes	Approximate Weekly Payroll
Affiliated			
Large Stations			
Large cities	77	75	$7,100
Medium "	58	50	4,500
Small "	35	30	2 625
Medium Stations			
Large cities	48	42	4,500
Medium "	31	27	2,056
Small "	21	21	1,125
Small Stations			
Large cities	28	22	1,917
Medium "	22	19	1,192
Small "	12-14	11-14	723
Unaffiliated			
Medium Stations			
Large cities	25	24	1,685
Medium cities	19	18	1,000
Small cities	13	12	658
Small stations			
Large cities	25	20	1,406
Medium cities	17	12	833
Small cities	12-14	11-13	597

STAFF COMPOSITION—FULL-TIME EMPLOYES

	Large Stations: Network Affiliates			Large Stations: Non-Affiliates			Medium Stations: Network Affiliates			Medium Stations: Non-Affiliates			Small Stations: Network Affiliates			Small Stations: Non-Affiliates		
(City Size)	L	M	S	L	M	S	L	M	S	L	M	S	L	M	S	L	M	S
Chief Announcer	1	1	1	1	—	—	1	1	1	1	1	1	1	1	1	1	1	1
Announcers	8	7	7	5	—	—	6	4	3	3	3	3	5	3	2	4	3	3
Chief Engineer	1	1	1	1	—	—	1	1	1	1	1	1	1	1	1	1	1	1
Technicians	21	14	7	10	—	—	11	6	3	4	3	2	5	4	2	3	2	2
Script Writers	1	1	0	—	—	—	1	1	1	1	1	1	0	1	1	1	1	1
News Writers	3	2	2	3	—	—	2	1	1	1	1	1	1	1	1	1	1	1
Continuity Writers	2	2	2	2	—	—	2	2	2	1	1	1	1	2	1	1	1	1
Musicians																		
Part-time	0	4	0	—	—	—	0	0	1	0	0	1	1	1	1	1	0	0
Full-time	15	6	5	11	—	—	4	2	1	1	1	0	2	1	0	1	1	0
Salesmen	3	2	2	3	—	—	3	2	2	3	2	2	2	2	1	2	2	1
Traffic	1	1	1	1	—	—	1	1	1	1	1	1	1	1	1	1	1	1
Librarian	1	1	1	2	—	—	1	1	1	1	1	1	1	1	1	1	1	1
Clerical	15	10	5	11	—	—	7	5	3	4	2	1	3	2	1	3	1	1

FRAUDULENT SALES

Tried in West, NBC Warns

WARNINGS to western farmers and stock breeders against fraudulent radio time sales were aired over KOA Denver and other NBC western stations last week following complaints received by the network's Central Division from that area. William E. Drips, agricultural director of the division, authorized the broadcasts.

Reports received in Chicago stated that two men have been touring the West selling broadcast advertising with verbal promises of spots on such network programs as *The National Farm and Home Hour* and others. However, written contracts have not specified programs on which commercials would be used, BROADCASTING learned.

Farm directors of Chicago stations believe the practice to be a recurrence of an epidemic which hit the Midwest two years ago and was driven out mainly through the efforts of WLS Chicago, *Prairie Farmer* station.

At that time, the itinerant time salesmen moved on to southern states. Radio farm editors throughout the agricultural belt received a deluge of letters from cattlemen who had been fleeced. A Pennsylvanian reported having lost large sums in spite of the fact that his son was a network farm editor.

The practices are believed to have started in the East four years ago when a "broadcasting company" was formed to "make transcriptions." When customer complaints became too frequent and orders slackened, the company is reported to have transferred its operations to a desk-and-telephone office in one room of a Chicago hotel.

Interested broadcasters in the Midwest are reported investigating a concern which now operates at two Chicago locations—one in the Loop and one on the Near North Side.

PROJECTABLE RATINGS

CONTINUOUS Hooper projectable ratings, based on ratios established between 36-city and U. S. audiences in the January-February 1948 report, will be available semi-monthly beginning in October, C. E. Hooper announced last week. The measurement, to be released as part of the Hooperatings pocket piece, supplements the regular program popularity ratings published continuously for the past 15 years.

In the light of this service expansion, which Mr. Hooper described as "easily the most significant development in radio audience measurement history," the Hooper firm simultaneously revealed an increase of $200,000 in its annual budget, effective Jan. 1, 1949, calling for additional sums of $100,000 from network subscribers on the one hand and advertisers and agencies on the other.

Boost of 16%

Total is said to represent a boost of roughly 16% of present charges approximating a million and quarter dollars for all services maintained by the organization.

Proposed new style pocket piece, shown by Mr. Hooper at a press luncheon in New York, indicates popularity and projectable ratings. "Program" sets-in-use and audience share, published in previous pocket pieces, henceforth will appear instead in "advance" Hooperatings and in "complete" report. Listening homes will be omitted due to space limitations, Mr. Hooper said.

Projectable listings for certain programs also will be omitted in the piece until the next U. S. Hooperatings report scheduled for January-February 1949. Programs are those (1) not measured in the U. S. study for those months this year, (2) which have changed network or broadcast hour and (3) which have changed network "size" (stations carrying) by 25% or more.

Moving averages are not reflected in the piece, either, but changes in projectable ratings from last report will be shown in subsequent releases as moving averages reflecting the inertia in "nationwide" compared with the 36-city audience. Also, while BMB has published new estimates on radio homes, Mr. Hooper uses as his basis for projection to listening homes the 1946 BMB estimates, on which his report of January 1948 was originally based. (See July 30 report, adjoining table).

Regular Publication

In addition to continuous publication of projectables, U. S. Hooperatings will be published regularly on a year-round schedule beginning next January. "Complete" edition reports call for winter and fall ratings covering survey periods from Jan. 15 to Feb. 15 and from Oct. 15 to Nov. 15. Complete editions, including U. S. listening homes, would be released on April 30 and Jan. 30, respectively. Ratings would be published in the pocket piece 15 days prior in each case. No summer or limited edition is contemplated.

Proposed plan is contingent upon its acceptance by the networks, advertisers, agencies and other groups, Mr. Hooper pointed out. He added that he had already discussed some phases with the networks, however, and foresaw no reluctance on their part. In any event "we've got from now until January to clarify any points that may come up," he said.

New service is being added three months before the increase in subscription rate, Mr. Hooper explained, to give subscribers an opportunity to acquaint themselves with the feature and to provide time for inclusion in 1949 radio audience measurement budgets.

For the four networks, whose subscription rates were raised just a year ago, the additional $100,000 to be asked annually represents an approximate 150% increase. (The combined outlay reportedly is close to $65,000 at this time). Under proposed plan, each network would pay proportionately according to its percentage of total network time sales during the preceding year.

The rate for agencies and advertisers each would run 33⅓% higher than currently paid for program Hooperatings. Additional would cover increases in ceilings from $1,200 to $1,600 monthly for both groups. Provision also is made for adjustment in monthly minimums —for agencies, from $25 to $100 and for advertisers (having no network programs), from $25 to $50.

C. E. Hooper also included with its announcement on projectables and rate increases, detailed information on (1) an analysis of diary returns by income brackets, (2) an occupational analysis of U. S. Hooperatings (diary sample) and (3) a report on distribution of diaries by family size groups.

The reports on income and occupation point up the unfilled need for (1) an income analysis of all radio homes "as a standard against which to select nationwide samples for use in U. S. Hooperatings" and (2) a breakdown of radio homes by occupational groupings "as a standard against which to judge the realism of U. S. Hooperating samples." All reports were based on U. S. census figures, with resultant disparities, Mr. Hooper maintained.

July 30th 1948 Report by C. E. Hooper

"FIRST FIFTEEN" EVENING PROGRAMS

Program	36-City Popularity	(U.S. Hooperating) Projectable **	U.S. Listening Homes **
1. Walter Winchell *	13.9	9.62	3,271,000
2. Stop the Music (8:45 p.m.)	11.8	---	***
3. Stop the Music (8:15 p.m.)	11.6	---	---
4. Take It or Leave It	10.9	9.46	3,216,000
5. Horace Heidt	9.6	8.09	2,750,000
6. Break the Bank	8.9	6.88	2,399,000
7. Dashiell Hammett's "Fat Man"	8.7	6.58	2,237,000
8. New Louella Parson Show (Substitute—Harriet Parsons)	8.7	7.40	2,516,000
9. This Is Your FBI	8.6	---	---
10. Mr. District Attorney	8.5	7.93	2,696,000
11. Crime Photographer	8.2	7.58	2,577,000
12. Stop the Music (8:00 p.m.)	7.7	---	---
13. Suspense	7.7	---	**
14. Your Hit Parade	7.4	8.50	2,890,000
15. Can You Top This?	7.2	---	---
16. The Sheriff	7.2	5.47	1,860,000

"FIRST FIVE" SUNDAY AFTERNOON PROGRAMS

Program	36-City Popularity	(U.S. Hooperating) Projectable **	U.S. Listening Homes **
1. True Detective Mysteries *	4.9	4.23	1,438,000
2. Eddie Howard	4.6	---	---
3. Quiz Kids	4.5	4.78	1,625,000
4. One Man's Family	4.2	4.46	1,516,000
5. House of Mystery *	3.9	3.80	1,292,000

"TOP TEN" WEEKDAY PROGRAMS

Program	36-City Popularity	(U.S. Hooperating) Projectable ** Average Daily	Net Weekly	U.S. Listening Homes ** Average Daily	Net Weekly
1. When a Girl Marries	6.1	8.62	13.89	2,931,000	4,722,000
2. Pepper Young's Family	5.9	8.89	13.96	3,022,000	4,746,000
3. Stella Dallas	5.8	8.43	13.30	2,866,000	4,522,000
4. Young Dr. Malone	5.7	5.08	8.41	1,727,000	2,859,000
5. Our Gal Sunday	5.6	6.02	9.58	2,047,000	3,257,000
6. Backstage Wife	5.6	8.82	14.09	2,999,000	4,790,000
7. Rosemary	5.5	5.35	8.87	1,819,000	3,016,000
8. Big Sister	5.5	5.81	8.99	1,975,000	3,056,000
9. Right to Happiness	5.5	9.37	14.52	3,186,000	4,937,000
10. Arthur Godfrey	5.4	5.81	9.70	1,975,000	3,298,000

(Base for projection to U. S. listening homes. 1946 BMB estimate of radio homes.)

* Includes second broadcast.

** Ratio used to provide this estimate established by U. S. Hooperatings report. In subsequent releases changes in "projectable" ratings from last report will be shown as moving average reflecting the inertia in "nationwide" compared with 36-city audiences.

*** Not yet included in U. S. Hooperatings report.

NOTE: Changes in the rank order of the Hooperatings should not be construed to measure the popularity or merit of the program reported on unless due consideration is given to the effect of: (A) the time of day when the program is received in each of 4 different time zones, (B) the nature of the programs on competing networks, (C) the nature of programs preceding and following on the same network, (D) the presence or absence of guest stars on either the subject program or on the competing programs, (E) national or international events, (F) weather, (G) season, etc.

RADIO INCOME

'47 Total $226,000,000 Commerce Reports

NATIONAL INCOME for the broadcasting industry was $226,000,000 for last year according to a survey of current business just released by the Dept. of Commerce.

Corporate income after taxes for radio and television was shown as $38,000,000 — a million dollars higher than 1946 and 13 million dollars more than the 1944 figure. Tax law revisions, however, accounted for the increase because corporate income before taxes was $63,000,000 in 1947 as compared with $72,000,000 in 1944. Comparative tax liability for the two years cost broadcasters only $25,000,000 in 1947 against $47,000,000 in 1944.

Undistributed corporate radio income for last year was $25,000,000, the highest in the last four years. Dividend payments were made to the extent of $13,000,000 in 1947, a million dollars over 1944. The low in the period covered was $10,000,000 in 1945.

The expenditure for wages and salaries amounted to $157,000,000 in 1947, a sizable jump over the 1944 figure of $100,000,000. The average earnings in the same period increased from $3,333 in 1944 to $3,925 during 1947. Highest year shown during the period was 1946 when the average annual earning was $3,972.

Full and part-time employes in radio have showed a steady increase from 33,000,000 in 1944 to 44,000,000 in 1947. The number of part-time employes has gone from 3,000,000 to 4,000,000 between 1944 and 1947.

Squibb Appoints

E. R. SQUIBB & SONS has appointed Newell-Emmett Co., New York, to handle most of its institutional advertising, including radio, replacing BBDO, New York. The only portion not to be serviced by Newell-Emmett is cod liver oil and medical publication advertising, which for several years has been handled by William Douglas McAdams, New York.

Thomas Is Named WOIC (TV) Chief

WOR's Sales Director to Assume Capital TV Outlet Management

EUGENE S. THOMAS, WOR New York sales manager, has been appointed general manager of WOIC (TV) Washington, D. C., effective Sept. 1. His successor at WOR was not disclosed.

Mr. Thomas

Mr. Thomas, who joined the New York flagship of MBS in 1934 and became its sales manager in 1938, is president of the Sales Executives Club of New York. He served two terms as president of the Advertising Club of New York.

Mr. Thomas made a national survey of television's educational and advertising potentialities for the Commercial Operations Committee of the Television Broadcasters Assn. and directed the first demonstration of facsimile broadcasting for New York business executives. Before joining WOR he headed the radio department of H. W. Kastor & Sons, Chicago.

WOIC is scheduled to go on the air early next year. With the projected WOR-TV it will form the nucleus of Mutual's regional video network.

7 VIDEO GRANTS

All Go to AM Station Licensees

GRANTS for seven new commercial television stations, representing construction and installation costs in excess of $1,500,000, were issued by FCC last Thursday.

All seven went to licensees of existing AM stations, two of them Class 1-A clear-channel outlets (WSM Nashville, KSL Salt Lake City). Construction cost estimates ranged from $141,175 to $365,155.

It was one of the largest single day's output of station grants yet made in the television field.

The Commission meanwhile stipulated that WTCN Minneapolis' 22-month-old television grant be modified to require that the Minnesota Tribune Co., half owner, give up either that 50% interest or its 14.6% interest in Minneapolis Star & Tribune Co., which is the parent of Northwest Broadcasting Co., another Minneapolis TV grantee. To avoid interlocking ownership in two local video stations, the same divestment condition was imposed several weeks ago on the grant to Northwest Broadcasting [BROADCASTING, April 5].

The order in the WTCN case was made effective Aug. 27 and the Tribune Co. was given 90 days from that date to dispose of its stock in either one of the two companies. But the Commission also provided that a request for a show-cause hearing will be accepted until Aug. 20, and that if one is filed the modification order will be suspended until after the hearing.

The Grantees

The new-station grantees, their assignments, and estimated construction costs were as follows:

Radio Service Corp. of Utah (KSL), Salt Lake City—Channel 5 (76-82 mc); 18.4 kw visual power, 9.2 kw aural; antenna height 436 feet below average terrain; construction cost $202,000.

WSAZ Inc. (WSAZ), Huntington, W. Va.—Channel 5 (76-82 mc); 18.2 kw visual, 9.1 kw aural; antenna 500 feet; $270,747.

WJIM Inc. (WJIM), Lansing, Mich.—Channel 6 (82-88 mc); 20.6 kw visual, 10.3 kw aural; antenna 420 feet; $193,500.

Peoria Broadcasting Co. (WMBD), Peoria, Ill.—Channel 6 (82-88 mc); 17.2 kw visual, 8.6 kw aural; antenna 560 feet; $199,900.

Fetzer Broadcasting Co. (WKZO), Kalamazoo, Mich.—Channel 3 (60-66 mc); 15.7 kw visual, 7.9 kw aural; antenna 360 feet; $182,232.

WSM Inc. (WSM), Nashville, Tenn.—Channel 4 (66-72 mc); 14.4 kw visual, 7.2 kw aural; antenna 755 feet; $365,155.

Leonard A. Versluis (WLAV), Grand Rapids, Mich.—Channel 7 (174-180 mc); 19.7 kw visual, 9.9 kw aural; antenna 550 feet; $141,175.

The grants were the first in television for each of the cities except Salt Lake City, where KDYL-TV already is on the air.

Sponsors Grid TV

REXALL DRUG CO., Los Angeles (drug chain), Sept. 2 will sponsor telecast of charity football game between the Washington Redskins and Los Angeles Rams under *Los Angeles Times* auspices. All other Ram games are to be telecast by KFI-TV Los Angeles. Agency for Rexall is BBDO, Los Angeles.

ABC Changes TV Plan

ABC has halted negotiations for TV studio space on Chicago's Municipal Pier in favor of Chicago Civic Theatre, on the ground floor of Civic Opera Bldg., where network's Central Division headquarters and one small TV studio already are located. Civic Theatre at north end of Opera Bldg. is small and intimate and is not to be confused with huge opera hall at south end of structure.

New Type Zenith TV Sets Planned

"NEW, NOVEL and different" television receivers, providing for phonevision and additional video channels, will be distributed by Zenith Radio Corp. in the fall, Comdr. E. F. McDonald Jr., president, told stockholders Tuesday at their annual meeting in Chicago.

"Every television receiver on the market today is obsolete," Commander McDonald said, explaining that this is because the FCC may authorize additional bands at the September hearing. He pointed out that there are only 12 television channels available now, whereas there are 205 AM and FM bands.

"Phonevision is a solution of the economic problems that exist in TV broadcasting," he explained, "because it permits first-run movies in the home. Advertisers don't have the money to support the kind of television programs the public wants. With phonevision, consumer acceptance will make it possible to sell video sets by the millions. This service will enable a set owner to pick up the phone and see a full-length, new feature movie for about a dollar." This amount will be added to the regular telephone bill, he said.

Commander McDonald also told stockholders that Zenith has purchased paid-up rights to all Farnsworth Corp. television, radio and record changer patents and developments "now existing or that may be developed," through 1954.

L&M SURVEY

Urges Clients to Set TV Time Franchise

LENNEN & MITCHELL, New York, is advising clients to establish a franchise for television time now, according to a survey the agency has compiled on current television facilities, programs and audience.

The agency suggests that its clients establish a major time franchise on a major television network and a low cost high circulation spot on a second network now, and also maintains that the time established is more important than the program use made of it. The agency reported on program costs running as low as $110 for 15 minutes to $700,000 for season baseball telecasts of the Yankees, Giants and Dodgers, and with many of the talent prices "utterly out of line" in respect to 6% of the population available.

"Television is heading toward a six billion dollar a year industry, four times the size of radio," the agency states.

In two years, Lennen & Mitchell points out, the number of sets has climbed from less than 10,000 to 384,550, with three-fourths of them in Eastern network cities, and 50% of all in the New York City area. The 29 television stations reach 130 market areas, with sponsor identification as high as 35% for a one-time spot, and over 70% for running shows. Response to radio offers of 1% is considered good, the survey continues, compared to as high as 40% on television offers, with actual sales reported as high as 46%.

By the end of 1948 set ownership is expected to reach 870,000, tripling by 1949 and doubling again a year later, the survey predicted. Although only 28% of the population at the moment is under the "television umbrella," Lennen & Mitchell points out that in five years 400 stations will reach from 40 to 50% of the total United States. Should the FCC approve additional proposals, 951 television stations will ultimately cover 452 market areas.

The additional millions of audience, the survey concludes, will bring relief in the serious problem of costs-per-thousand, developing low-cost programs through the use of films, and most important, network operation at affordable rates.

Freese Joins Y&R

JOHN FREESE, formerly account executive and director of television with Foote, Cone & Belding, New York, has joined the radio and television department of Young & Rubicam, New York.

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TELEVISION STATIONS ON AIR

TV stations now on the air on commercial basis, operating under license, construction permit or special authority:

WAGA-TV Atlanta	Liberty Bcstg. Co	CP
WBAL-TV Baltimore	Hearst Radio Inc.	CP
WMAR-TV Baltimore	A. S. Abell Co.	CP
WBZ-TV Boston	Westinghouse	CP
WNAC-TV Boston	Yankee Network	CP
WBEN-TV Buffalo	WBEN Inc.	CP
WBKB Chicago	Balaban & Katz	Lic
WGN-TV Chicago	WGN Inc.	CP
WLWT Cincinnati	Crosley Bcstg. Corp.	CP
WEWS Cleveland	Scripps-Howard Radio	CP
WWJ-TV Detroit	Evening News Assn.	CP
KTLA Los Angeles	Paramount Television Prod.	CP
W6XAO Los Angeles	Don Lee Bcstg. System	Special
WTMJ-TV Milwaukee	The Journal Co.	CP
WATV Newark, N. J.	Bremer Bcstg. Corp.	CP
WNHC-TV New Haven	Elm City Bcstg. Co.	CP
WABD New York	Allen B. DuMont Labs.	Lic
WCBS-TV New York	CBS	Lic
WNBT New York	NBC	Lic
WPIX New York	WPIX Inc.	CP
WCAU-TV Philadelphia	WCAU Inc.	CP
WFIL-TV Philadelphia	Triangle Pub. Co., Philadelphia Inquirer Div.	CP
WPTZ Philadelphia	Philco	Lic
WTVR Richmond, Va.	Havens & Martin	CP
KSD-TV St. Louis	Pulitzer Pub. Co.	CP
KSTP-TV St. Paul	KSTP Inc.	CP
WRGB Schenectady	General Electric Co.	Lic
WSPD-TV Toledo	Fort Industry Co.	CP
WMAL-TV Washington	Evening Star Bcstg. Co.	CP
WNBW Washington	NBC	Lic
WTTG Washington	Allen B. DuMont Labs.	CP

McGrath Proposes Curb for Lobbies

SENATOR J. Howard McGrath, chairman of the Democratic National Committee, theatened last week to introduce a resolution to curb activities of special interest lobbies during the special session of the 80th Congress.

No specific definition of special interest lobbies was offered by Sen. McGrath, with the exception of the real estate lobby.

Those affiliated with radio circles who have filed registrations during the second calendar quarter of 1948, according to the July 26 issue of the *Congressional Record*, included: Louis G. Caldwell, of Washington law office of Kirkland, Fleming, Green, Martin & Ellis, representing the Clear Channel Broadcasting Service; Earl H. Gammons, CBS vice president in charge of Washington operations; Don Petty, NAB general counsel; Francis M. (Scoop) Russell, NBC vice president in charge of the Washington office, and A. D. Willard Jr., NAB executive vice president.

Deploring gains made by lobbyists during the 80th Congress and citing the inadequacy of present laws, Sen. McGrath said, "It is a fact that the lobbies have spent more during the Republican-controlled 80th Congress to win their victories than it cost the United States government to operate the entire 79th Congress — including the salaries of Congressmen, their staffs, expenses and other operating costs.

Sen. McGrath said he would propose enactment of a measure requiring registered lobbyists to file weekly statements of expenses during the special session and a sworn statement concerning the subject matters of their discussions with members of Congress.

HOOPER IS RESTORING NEW ORLEANS REPORT

C. E. HOOPER INC. announced last week restoration in full of its New Orleans city Hooperatings report which was temporarily discontinued last February owing to the alleged distortion of ratings by a promotional program on WNOE. The measurement firm said that WNOE had abandoned its program and its effects on ratings had disappeared.

A few weeks after Hooper cancelled the New Orleans report it was partly restored, except for figures on WNOE. The program which the firm said distorted ratings was *"Don't Say Hello; Say WNOE,"* which encouraged listeners to name the station when answering their telephones.

Transmirra Campaign

CONTI Advertising Agency, New York and New Jersey, is planning a television campaign on WABD New York for one its newest clients, Transmirra image definer blue filtered screen. The schedule calls for either one-minute spots adjacent to wrestling matches, or a weekly 15-minute sports program, either to be of 13-weeks duration. Similar plans will be made for other major television markets following Transmirra's debut on WABD Aug. 19.

Signs Comedians

SANKA DIVISION of General Foods Corp., New York, through its agency, Young & Rubicam, New York, has signed the comedians, Bob Sweeney and Hal March, for a six week summer show starting Friday, Aug. 27, 8:30-9 p.m. on CBS. Program will be produced by Ted Bliss. The show will be replaced in the fall by the *Jack Carson Show* effective Oct. 8.

GRANTS SLUMP

Fewer New Station FCC Report Show

A SHARP LET-UP in the rate of new AM, FM and television stati grants was reflected in a report released by FCC last week showi standings as of June 30, the end of the fiscal year.

The summary showed a net gain of 384 commercial stations in the three fields, an increase of 10% over the totals as of June 30, 1947. By comparison, the net gain during the fiscal year 1947—at the height of the postwar boom—totaled 1,078 stations, representing a 60% rise over the preceding year's figures [BROADCASTING, Jan. 5].

By far the biggest gain was scored in the AM field—239, which pushed the station total to 2,034. FM picked up 102 to reach a total of 1,020, while television gained 43, reaching 109. Deletions, which have been mounting in FM and AM, were taken into account but not specifically enumerated in the report.

In the entire broadcast field—including the experimental, noncommercial educational, international, and remote pickup services in addition to commercial AM, FM and TV—outstanding station authorizations approached the 4,000 - mark, totaling 3,967 as against 3,551 a year earlier. The overall gain was 416 stations, despite a decrease of 12 in the remote pickup field. It was estimated that 755 mobile units were operating in the broadcast service as of Jan. 1, the latest date for which figures were available.

Less than 20% of the net gain in AM, FM and TV stations ca in 1948. Late in 1947, unoffici estimates placed the total author zations in the three fields at 3,0 or less than 100 fewer than t figure reached six months late

Counting both broadcast an non-broadcast services, and opera tors as well as stations, FCC ha more than 635,000 authorization outstanding as of June 30. Th was a gain of almost 90,000 durin the 12 months. FCC's repor showed:

	As of 6/30/48	Increa during year
Broadcast Stations:		
AM	2,034	23
FM	1,020	10
TV	109	4
TV (experimental)	124	4
Educational	46	
International	37	
Remote Pickup	571	(–12
Other	26	(–7
Totals	3,967	41
Nonbroadcast Stations:		
Aeronautical	20,858	5,01
Marine	15,024	3,26
Public Safety	4,903	64
Land Transportation	3,122	1,33
Industrial	2,855	1,28
Miscellaneous	1,648	(–27
Amateur	78,434	3,43
Totals	126,844	14,60
Operators:		
Amateur	77,923	(–2,07
Commercial	*347,000	*22,00
Aircraft	79,924	54,92
Totals	504,847	74,84
GRAND TOTALS	**635,558**	**89,87**

Mobile Units: (Jan. 1 estimates)

Broadcast	755
Aeronautical	20,517
Marine	13,180
Public Safety	38,929
Railroad, Utility, etc.	15,988
Fixed public	94
Experimental	46,216
Total	135,679

* Estimated.

Breitenbach Appoints

M. J. BREITENBACH, maker of Pepto-Mangen, has appointed Small & Seiffer Inc., New York, to handle its advertising campaign. A radio and newspaper schedule is to begin in September. Herschel Deutsch is the account executive.

Drawn for BROADCASTING by Sid Hi

". . . And this, my friends, is strictly off the record!"

BALTIMORE GAG

Civil Liberties Group Joins in Protest

ANOTHER powerful voice was added to those fighting the Baltimore court gag last week when the American Civil Liberties Union announced it would have its attorney, former FCC Chairman James Lawrence Fly, protest the contempt citations against five Baltimore radio stations [BROADCASTING, July 26].

The civil liberties group said the contempt charges, filed after stations had carried wire service reports about the arrest and confession of a two-time murderer, "represent an abridgement of freedom of speech and press."

Mr. Fly, FCC chairman from 1939 to 1944 and now a New York attorney, will appear at a Baltimore Supreme Court hearing set for Oct. 1 and will challenge the legality of the Baltimore code, ACLU said.

Guild Resolution

The Washington Newspaper Guild, at a general membership meeting last Wednesday, unanimously adopted a resolution calling upon the judges of Maryland "to defend the rights of a free press and free speech" and upon all Maryland officials involved "to devote their efforts to defeat of any such rules."

The Guild charged that rules included in the Baltimore code are "in direct violation" of the First Amendment to the Constitution of the U. S. and the 40th article of the Declaration of Rights of Maryland, both of which forbid infringing upon free press and speech.

The resolution declared that such rules "have been demonstrated to be a means of censoring the public press and radio."

Text of Resolution

Text of the resolution follows:

Whereas, A large number of the members of the Washington Newspaper Guild, Local 35 of the American Newspaper Guild, are employed on newspapers and with news services operating in the State of Maryland,

Whereas, It has come to the attention of this local that there is contemplated in the Free State of Maryland the promulgation of new court rules which would in effect gag the press of Maryland and would endanger the freedom and the livelihood of our members as well as of all other newspaper men and women operating in the Free State and that these rules are known as Rule 9 of the Code of Criminal Procedure for the courts of Maryland, and,

Whereas, It is the studied opinion of this local that promulgation of such rules are in direct violation of the First Amendment to the Constitution of the United States of America and the 40th article of the Declaration of Rights of Maryland, both of which forbid infringing the freedom of the press and of free speech, and,

Whereas, such rules as those proposed are in effect in the City of Baltimore and have been demonstrated to be a means of censoring the public press and radio in that five radio stations have been cited for contempt for broadcasting material obtained from a Washington news wire, and,

Whereas, It is the belief of this local that the courts ought not to be permitted to legislate new criminal offenses into being through the promulgation of rules which bear penalties of imprisonment and fine for violation as is the evident intention of the courts in these cases, and,

Whereas, the members of this local believe that the public is entitled to full knowledge of all matters affecting the safety and welfare of the public generally and that this rule lends itself to use by police and prosecutors to conceal facts which should be made known to the public and in effect would be an iron curtain behind which venile officials might hide and conceal their failure to perform their duties or their inefficiency, and,

Whereas, This local believes that the rights of a free press should not be infringed and that the principles of freedom of the press and free speech which were exemplified in the Zenglar case in 1735 on August 4 still obtain.

Free Speech Right Stressed

Therefore, Be it Resolved, That this local does call upon the judges of Maryland whose duty is no less imperative than our own, to defend the rights of a free press and free speech, and upon all officials of the Free State of Maryland involved to devote their efforts to defeat of any such rules as are proposed in Rule 9 to the end that our democratic form of government shall be continued with the safeguards that were implanted by our fathers still in effect, and

Be it further Resolved, That copies of this resolution be sent to such persons as shall be deemed appropriate by the President of this local.

The court action is based on a rule prohibiting disclosure of statements an accused person makes after his arrest and also restricting publication or broadcast of other crime news. The rule is patterned after an old English contempt policy which has in the past been discredited by the U. S. Supreme Court. Maryland is the only state which follows the rule.

Seek Statewide Application

Meanwhile, the campaign to keep the ban from being spread throughout the state continues. More organizations and individuals attacked the announced intention of a committee of Circuit Court judges to seek a statewide court rule embracing the same restrictions as the city rule.

Analyzing the contemplated extension last week, Oscar Morris, managing editor of the *Salisbury* (Md.) *Times*, said the restriction "could become a curtain drawn against public scrutiny of the police and the courts."

In a letter to Chief Judge Levin Claude Bailey of Maryland's First Judicial Circuit, Mr. Morris also took issue with the argument that the rule would assure a fair trial to an accused person. Mr. Morris' letter was in response to an invitation for comment from Judge Bailey, who is chairman of the committee of judges studying statewide application.

Says Misinterpretation Likely

Mr. Morris maintained that newspapers cannot keep faith with readers under the proposed rule, which he said would be misinterpreted by many prosecutors and police officers, and virtually seal off legitimate and vital public information.

He cited a recent rape case in Somerset County where publication of the confession by the accused averted mob violence, whereas the "gag" rule would have prevented publication of the news.

The "gag" was previously attacked by NAB President Justin Miller and by representatives of the Maryland Press Assn., Montgomery County Press Assn., and the Prince Georges County Press Assn. [BROADCASTING, July 26]. The American Newspaper Publishers Assn., through its counsel, Elisha Hanson, also attacked the rule.

Those cited by the court were WITH WBAL WCBM and WFBR, in Baltimore; WSID Essex, Md., and James Connolly, WITH news editor. The citations against them are vague and details of the allegedly illegal broadcasts have not yet been disclosed.

The hearing, currently set for Oct. 1, was to be Aug. 16, but was postponed when the court deferred the trial of the accused murderer, Eugene H. James, from Aug. 3 to Sept. 20. The stations are

(*Continued on page 73*)

COVERAGE PLANS MADE FOR COMMUNIST MEET

RADIO and television coverage plans for the Communist Party Convention, although far from final by last Thursday, will be handled mostly as news with few special originations planned. The Convention opens today in New York, and is to end by Aug. 5.

CBS said it will cover the Convention only in news broadcasts, but will air the Presidential candidate's speech of acceptance. Neither Mutual nor NBC had set plans by last week, although the latter said it expected to carry the William Z. Foster keynote address tonight (Monday) from Madison Square Garden. ABC also will air the party chairman's address tonight from 10:30-10:45 p.m.

No television coverage of the Convention, other than in news broadcasts, had been set by last Thursday.

PERON CENSORSHIP

Broadcasts Discuss Argentine Controls

INTERNATIONAL controversy between Argentina and BROADCASTING over the latter's attempt to cover the Inter-American Broadcasting Assn. first annual assembly in Buenos Aires [BROADCASTING, July 26] was having repercussions all over the Western Hemisphere last week.

Source of the "international incident" was a dispatch and letter to BROADCASTING from Herbert M. Clark, well-known foreign correspondent who was covering the IABA conference for this magazine. The letter and dispatch were intercepted and printed on the front page of the Peron-controlled *Democracia*, then they were scotch-taped and sent on to BROADCASTING.

Accompanying the front-page story was an editorial alleging a plot against the Argentine Government. Previously, 14 delegations at the assembly adopted a "Joint Declaration" recording their conviction that "Freedom of expression has been practically abolished for Argentine broadcasters" by the regime of President-General Juan Domingo Peron. The U. S. supported the declaration.

Battle in Argentina

One effect has been a battle in Argentina itself. U. S. monitors last week picked up a broadcast from Chile which reported that the chief political parties in Argentina are engaged in a controversy as to whether Argentine radio stations do or do not grant freedom of speech to all political groups of the country.

Although Argentine delegate to the IABA, Eduardo Pelliciani, asserted that such liberty does exist, the broadcast reported that the Democratic Party sent a letter to the Argentine Federation of Broadcasters asking whether the association could tell on what Buenos Aires station "we can buy radio time to comment on present conditions, free from censorship."

Another Chilean broadcast reported a statement by the Mexican Embassy in Argentina underscoring the fact that the Mexican delegates to the IABA conference did not have any official connection with the Mexican Government.

Speaking of the 14 delegates who signed the "Joint Declaration," the embassy stated, "This is an opportune time to state that the delegates were speaking unofficially."

Chilean Statement

In another aftermath the Chilean Board of Information reportedly issued a statement that it has not and will not prevent journalists from having free access to news and that no public or semi-governmental office can refuse to furnish information to newsmen.

Still another Latin American broadcast reported that the Government of Colombia has issued new laws on radio broadcasting. No details were given as to the nature of the laws.

SALES APPROVED

STATION SALES with considerations totaling nearly $1,900,000 and involving 13 AM and FM stations received FCC approval last Thursday.

Included among the multiple deals receiving Commission consent was $1,433,750 sale by Charles T. Stuart of his holdings in KOIL Omaha, KFOR Lincoln and WDGY Minneapolis. Stuart Investment Co., holding company for three stations, absorbs as treasury stock his 49% interest with his brother James Stuart thus becoming 99% owner [BROADCASTING, Feb. 23].

Commission approval also was given to transfer of control of WKJG and WKJG-FM Fort Wayne, Ind., from ABC Vice President Robert H. Hinckley and Frank E. McKinney to William A. Kunkel Jr. for sum of $49,500 and to assignment of license of WFAK Charleston, S. C., from J. B. Fuqua and associates to George Graham Weiss for $70,000 consideration.

Other Approvals

Other deals granted included KDON and KDON-FM Monterey, Calif.; KRCC (FM) Richmond, Calif.; KLOU Lake Charles, La.; KGRH Fayetteville, Ark.; KORE Eugene, Ore., and WAUD Auburn, Ala.

In related action last week the Commission granted movie cowboy Gene Autry a 90 day extension of time in which to dispose of his interest in KPHO Phoenix, required by FCC in its April action approving Mr. Autry's 100% acquisition of KOOL Phoenix [BROADCASTING, April 12].

Denials also were ordered on petitions of WJJW Wyandotte, Mich., and WGEM Quincy, Ill., which sought to exempt their respective transactions from Avco rule which requires that station sales be advertised and subject to competitive bids. Both cases await Commission approval. In WJJW deal C. Lee Edwards sells his 66.05% interest in The Wyandotte News Co., licensee, to Strauss Gantz for $92,220. WGEM proposes merger with FM station WQDI Quincy and AM outlet WFAR there. If approved WFAR would be dropped.

Stuart Transaction

In the Stuart family transaction, Charles T. Stuart has resigned as president of Stuart Investment Co. to reportedly return to business in the Midwest. James Stuart has succeeded him in that office. Properties in addition to the stations include substantial real estate holdings and an insurance agency. KOIL, licensed to Central States Broadcasting Co., is assigned 5 kw on 1290 kc and is an ABC outlet. KFOR, also an ABC affiliate and licensed to Cornbelt Broadcasting Co., is assigned 250 w on 1240 kc while WDGY, licensed to Twin Cities Broadcasting Corp., operates on 1130 kc with 5 kw day and 500 w night.

With approval given the WKJG sale, Mr. Kunkel becomes owner of 62.5% in that station. He previously held 17.5% interest and acquires 15% interest of Mr. Hinckley and 30% holding of Mr. McKinney. Sellers indicated they wish to devote energies to WISH Indianapolis in which they are part owners. They also are divesting themselves of their stock in WTHI Terre Haute, Ind. [BROADCASTING, July 26]. WKJG is assigned 5 kw on 1380 kc and is a Mutual outlet.

WFAK Sale

In WFAK sale Mr. Weiss becomes licensee and sole owner of the station. He acquires 32.5% interest each from J. B. Fuqua and Mrs. Dorothy Chapman Fuqua and 35% interest of F. Frederick Kennedy. Mr. Weiss is president and general manager of WBBQ Augusta, Ga. Sellers indicated they had experienced difficulty in securing adequate management personnel for WFAK and were required to divert too much time to the outlet from other interests, FCC reported. Mr. Fuqua is general manager and part owner of WGAC Augusta. WFAK is assigned 1 kw day on 730 kc.

Other station sales approved by Commission:

KORE Eugene, Ore.—Voluntary assignment of license from Eugene Broadcasting Station to Lane Broadcasting Co., new firm, for $110,000. Holdings of Frank L. Hill, deceased, are sold by Violet G. Hill, administrator, to Lane Broadcasting, composed of: Paul V. McElwain, auto dealer, president and 40%; Dorothea McElwain, his wife, vice president 40%, and Glenn E. McCormick, one-half owner KSLM Salem, Ore., secretary-treasurer 20%. KORE is assigned 250 w on 1450 kc.

KDON and KDON-FM Monterey, Calif.—Transfer of control of Monterey Peninsula Broadcasting Co. through sale by Robert A. Griffith of his 50% interest for $42,500 to Salinas Newspapers Inc., already holding 50%. KDON operates on 1240 kc with 250 w.

KRCC Richmond, Calif.—Voluntary transfer of control of Contra Costa Broadcasting Co. Inc., permittee of FM station KRCC, from John E. Galvin Jr. to Leo E. Owens through sale of 50.12% interest (208 shares) for $15,000. Mr. Owens is president of Owens Publications which owns 99 shares in KRCC. Warren Brown Jr. retains his 68 shares and E. N. Downer Jr. his 40 shares.

KLOU Lake Charles, La.—Voluntary assignment of license from Frank R. Gibson, sole owner, to The Pelican Broadcasting Co. Inc., new corporation, for $80,000. Pelican is composed of following: H. Vernon Anderson, consulting radio engineer at Maplewood, La., president and 99-2/3% owner; his wife, Sarah M. Anderson, secretary-treasurer, and his brother, E. Ratcliff Anderson, vice president. KLOU is assigned 1 kw on 1580 kc.

KGRH Fayetteville, Ark.—Voluntary assignment of license from Fayetteville Broadcasting Co. to new firm of same name for $45,000. Sellers, each with equal interest, are George Bennett, Russell Bennett and Hal Douglas. Mr. Douglas is executive vice president and 27.9% owner of purchasing firm, which also includes: Hayden McIlroy, bank president; Clifton Wade, attorney, secretary; Mrs. Fred Stevenson, treasurer; Van Howell, in insurance and bus transportation business; W. C. Whitfield, in insurance business; Dr. Preston Hathcock, physician, and Maupin Cummings, circuit court judge. Each of latter group holds 10.3% interest. KGRH operates on 1450 kc with 250 w.

WAUD Auburn, Ala.—Voluntary assignment of permit from three equal partners, Elmer Salter, C. I. Shelkofsky and William W. Hunt, to Auburn Broadcasting Co. Inc., new firm in which Mr. Salter is president and one-third owner and Mr. Shelkofsky one-third owner. Mr. Hunt's one-third interest is sold for $5,000 in equal parts to Neal Dan, chief owner weekly Lee County Bulletin, and Dr. Dupre Davis, dentist. WAUD is assigned 1230 kc and 250 w.

ABC DIRECTOR

Young Named as Eighth Board Member

ELECTION of Owen D. Young, educator, lawyer and radio pioneer, to the board of directors of the American Broadcasting Co. was announced last Tuesday by Edward J. Noble, ABC chairman of the board. The addition of Mr. Young increases present membership in the board to eight.

Now honorary chairman of General Electric, with which he served as vice president and board chairman between 1919 and 1944, Mr. Young formerly was board chairman of the RCA executive committee and the advisory council of NBC. In addition, he has been a member of many U. S. Government and Presidential commissions, and has been active in the field of education.

In his early associations with RCA and NBC, Mr. Young sat in the advisory council of NBC with such other notable personalities as Dwight Morrow and John W. Davis. Purpose of the council, dissolved substantially with the advent of FCC, was to counsel the network in those early days on the exercise of broadcasting functions and facilities in the public interest.

In 1933 Mr. Young, who came to General Electric as counsel in 1919, resigned his post as chairman of the RCA executive committee and of the advisory council of NBC, which RCA formed in 1926 as a subsidiary when a consent decree of a federal court separated Radio Corp. of America from GE.

Other members of ABC's board of directors, in addition to Messrs. Young and Noble, include Mark Woods, ABC president; Robert E. Kintner, executive vice president; C. Nicholas Priaulx, vice president and treasurer, and Earl E. Anderson, Robert H. Hinckley, and Franklin S. Wood, vice presidents.

Mr. YOUNG

Bids Total $1,900,000

Kritini Gets Post In FCC Press Office

Succeeds Lee Farran As Aide To Gillingham

ALEC KRITINI, of the Navy Dept. public information section, has been named assistant information director of the FCC succeeding Lee Farran, who has resigned to assist with his family's business affairs in the Southwest.

Mr. Kritini is slated to assume his duties, under Information Director George O. Gillingham, on Aug. 30. He served with the Air Transport Command during the war and was twice wounded by enemy bombing raids in Africa and Italy. Later he was an information specialist with the Office of Price Administration.

Mr. Kritini was born in Rome, Italy, but has lived in the U. S. since he was eighteen months old. His father was a commander in the Imperialist Russian Navy, and the family fled to the U. S. during the Russian revolution. Before World War II, Mr. Kritini was with the Wilkinsburg (Pa.) *Gazette*, and contributed to the Pittsburgh *Bulletin-Index Magazine*. He is currently associate editor of the *Civil Engineer Corps Bulletin*, Navy Dept.

Mr. Farran, who is slated to leave today (Monday) on a trip through the South en route to the Southwest, has been with the Commission since February 1946. He was in the Army for four years and previously was associated with several Ohio newspapers and wrote scripts and handled publicity for stations in Cleveland, Akron and Youngstown.

British Strike Averted

THE THREATENED strike of the British Musicians Union against the British Broadcasting Corp., which would have begun yesterday (Aug. 1) was averted last week through intervention of the Ministry of Labor. The union and the BBC have agreed to submit the question of minimum fees for "casual" broadcasts to arbitration by an independent committee. "Casuals" are defined as one-shot concerts by outside orchestras.

Fire! Fire!

That cry went out too late for this one. By the time the firemen really got to work, about $1,000,000 worth of property had been lost in smoke and flames.

Which goes to prove that the time to cry "Fire! Fire!" is before the conflagration gets under way . . . while there's still a chance to put it out before serious damage is done.

And the same thing applies to sales in today's market. The smart time to do something about sales is before any trouble really gets under way.

In Baltimore there's a simple way for radio advertisers. You just buy W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H delivers more listeners-per-dollar than any station in this big town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you want low-cost results from radio in Baltimore, call in the Headley-Reed man and get the W-I-T-H story today.

WMT opens new vistas in Alta Vista

(IOWA)

. . . new vistas for listeners and new vistas for sponsors. Listeners ride high on WMT radio waves of information and entertainment. Advertisers enjoy important coverage in another rich Iowa community.

There are a thousand areas like Alta Vista in WMTland, small in themselves, large in importance to radio advertisers when considered as a whole. Reach them via Eastern Iowa's only CBS outlet—WMT—the station with a 2.5 line that includes 1,131,782 people. Ask the Katz man for details.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

TV SET OUTPUT

New High in June; Ahead for Year

PRODUCTION of 64,353 television receivers in June represented a new high and brought total TV set output by Radio Manufacturers Assn. members since the war to 463,943, the RMA reported today (Monday).

The 1948 half-year total of 278,896 video receivers turned out by RMA member companies was 100,000 greater than the figure for all of 1947—178,571. Second quarter output in 1948 was 160,869, with an average weekly production of 12,375, RMA said. This represented an increase of 36% over the first quarter's output. Only 28,060 TV sets were made in the 1947 second quarter.

June production of radio receivers continued at a seasonal low but exceeded May's total because the June report covered five weeks ★ while the May report covered only four. Included in the June total of 1,049,517 were 90,414 FM-AM sets, RMA said.

During first half of 1948 RMA manufacturers produced 695,313 FM-AM sets as against 445,563 in the comparable period of 1947.

There was continued high-level production of portable and automobile radio receivers, with RMA members reporting 1,207,754 portables and 1,182,262 auto sets for the half year.

RADIO AND TV SET OUTPUT
(First six months, 1948)

	TV	FM-AM	AM	All Sets
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
TOTAL	278,896	695,313	6,771,210	7,745,419

CONTRACT WITH NBC IS SIGNED BY WSPD-TV

SIGNING of WSPD-TV Toledo as a member of NBC's Midwest television network was announced last week by officials of Fort Industry Co., licensee. The station began commercial operation July 21 [BROADCASTING, July 19].

Officials of WSPD-TV signed both an interconnected and non-interconnected video affiliation with network representatives. For the present, station's network operations will be handled under the non-interconnected agreement.

Although 22 national and local accounts had been signed by the station before its opening, the first night's operation was entirely non-commercial. Station reports the premiere showing was enthusiastically received by Toledo viewers and advertisers alike.

George B. Storer, president of Fort Industry, reports that WSPD-TV is the first of several video stations contemplated by the company. Other Fort Industry officials are J. Harold Ryan, vice president, and E. Y. Flanigan, managing director of Toledo operations. WSPD and WSPD-FM are also under Mr. Flanigan's direction.

Addition of Saturday or Sunday to the present schedule is contemplated about Sept. 1.

Skelly Oil Renews

SKELLY OIL CO., Kansas City, Mo., has renewed its two news programs, *Alex Drier Commentary*, Monday through Friday, and *This Farming Business*, Saturday, on NBC for 52 weeks, effective Sept. 6. Both programs are heard at 8 a.m. (CDT) and originate in Chicago for airing on NBC's 25-station Midwest network. Henri, Hurst & McDonald is the agency.

Board Members Named For WSNY Schenectady

THE board of directors of Western Gateway Broadcasting Corp., WSNY Schenectady, N. Y., has re-elected Winslow Leighton as president and treasurer. Walter Duncan was elected vice president and James E. O'Loughlin, secretary. Other directors are F. G. Lippert and Miss B. W. Leighton.

New general sales manager of the station is Harry H. Averill. He has been with WJBK Detroit; WKBZ Muskegon, Mich.; KORN Fremont, Neb., and W. B. Doner Co., Detroit.

Nielsen Firm Will Omit June 20-26 Radio Index

BECAUSE many of the "top 20" programs were cancelled the week of June 20-26 to make way for the Republican Convention and the Louis-Walcott fight, the regular radio index of the A. C. Nielsen Co., Chicago, will not be released for that six-day period.

Thirty-one programs were cancelled for the entire period. Another 60 were cancelled for one or more days, were not broadcast at the regular time or were aired on only a partial station line-up basis. Among the "top 20" shows listed in the Nielsen survey under normal conditions, and which were not broadcast that week, are *Lux Radio Theatre*, *Mr. District Attorney*, *My Friend Irma* and *Kraft Music Hall*.

FYI

See pages 60 and 61

WCAU

TAKES PLEASURE IN ANNOUNCING

THAT IT IS NOW REPRESENTED BY

RADIO SALES

DIVISION OF CBS

IN ALL MARKETS EXCEPT NEW YORK AND PHILADELPHIA WHERE IT WILL CONTINUE TO MAINTAIN ITS OWN SALES OFFICES

WCAU

50,000 Watts · CBS Affiliate

THE PHILADELPHIA BULLETIN STATION

Radio Sales represents:

WCBS
WCBS-TV
New York

WBBM
Chicago

WCAU-TV
Philadelphia

KNX
Los Angeles

WTOP
Washington

KMOX
St. Louis

WCCO
Minneapolis-St. Paul

WEEI
Boston

WAPI-WAFM
Birmingham

WRVA
Richmond

KSL
Salt Lake City

WBT
Charlotte

Columbia
PACIFIC
Network

Columbia
CALIFORNIA
Network

Go native and be happy

When you want the natives to go for your product, go native yourself. The warm and friendly backing of a popular *local* personality will talk more people into buying more of your product...faster. The most effective way to go native in your most important markets is on your Radio Sales represented stations. *Best proof is that each week national spot advertisers sponsor close to six hundred local live talent broadcasts on the Radio Sales represented stations!*

Radio Sales

RADIO STATIONS REPRESENTATIVE...CBS

He Puts Pieces Together To Picture the National Scene

He doesn't accept pictures ready-made, as prepared by someone with a ready-made point of view. He, or a member of his staff, digs out facts, fits them together piece by piece. If a vital part is missing he phones a Congressman or a Bureau head—or someone who ought to know. If necessary he'll send a fact-finder direct to the source—to Alaska—or Mexico—or wherever it may be. He ends up with a clear, complete picture for his radio audience.

His program rates high with listeners and advertisers. Currently sponsored on 302 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are 502 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

STATIONS AID POLIO FIGHT

Radio Lends a Hand in Hard-Hit North Carolina; WBIG Raises Over $45,000

AS THE number of cases of polio reported in North Carolina grows —more than 1,000 have now been recorded for the year—stations in the area continue to give generously of time and talent to combat the disease. Many stations also are producing special blocks of children's programs to entertain youngsters kept from playing in public places.

Jones' Campaign

In Greensboro, over $45,000 has been raised by WBIG's Bob Jones [BROADCASTING, July 26] toward building an emergency polio hospital in the city. Largest single contribution was a check for $5,000 presented to Mr. Jones and Edney Ridge, president of the station, by George Baldanzi, executive vice president of the Textile Workers Union of America, CIO.

When the mayor and city health officials of Statesville, N. C., decided to spray the city with DDT to help combat the spread of polio, WSIC Statesville raised $2,500 for the project. This money was raised in one day and in return for donations the station played requests for the contributors.

WLOE's Assistance

The Junior Chamber of Commerce and WLOE Leaksville raised more than $4,000 July 25 with a special two hour broadcast—one of several events planned by the Jaycees to raise funds to help local children. When pledges were received, a radio-equipped car was sent to collect the donation.

WNAO Raleigh has completely revamped its afternoon schedule—Mon.-Fri. from 2 to 5 p.m.—to present programs designed to entertain children kept home by parents. Programs include a *Kid's Telephone Quiz*, special music programs designed for children, dramatized stories and the ABC program which falls in the period, *Fun House*. Station reports a group of Raleigh civic leaders has been named as an advisory committee to work with the station in arranging and presenting the shows. A Sunday Schoo of the air was started July 25.

Another station presenting spe cial children's programs is WGTI Wilson. Two hours daily are de voted to the project and includ gimmick shows, telephone quizze and stories. Regular Sunday Scho classes also are conducted eac week. Special appeals for young sters to stay at home are bein transcribed by network stars suc as Tom Mix, Superman and Jimm Scribner.

At Southern Pines, WEEB i presenting special programs to pub licize regulations of the Count Health Office and measures to b used in preventing the spread o polio. Children are being enter tained with *Story Time*, and inter denominational Sunday School pro grams are aired each week, J. S Younts, manager, reports.

Comedian Wins Case

DECIDING in favor of Phil Baker, an American Arbitration Assn. panel last week ruled Biow Co. had no right to cancel its 26-week contract with the comedian on the basis of the "morality clause." Thus Phillip Morris, the sponsor concerned, must continue to foot the bills for at least the duration of the agreement with Mr. Baker. Contract still has another 13 weeks to go. Three-man arbitration unit which considered the case comprised Bronson G. Lewis, for the Biow Co.; Ronald Reagan, for Phil Baker, and Benjamin Koenig, a disinterested party.

DuMont Ad Budget For 1948 Is Boosted

Firm's Receiver Division Is Ready To Augment Video Plans

VIDEO advertising of the television receiver division of Alle B. DuMont Laboratories is ex pected to increase this fall, follow ing board approval last week o a boost in the firm's advertisin budget to total more than $1,000 000 in 1948.

The receiver unit sponsors *Television Newsreel* on WFIL-T Philadelphia, weekdays, 7:15-7:3 p.m., with a half-hour summar on Sundays, and *The Origina Amateur Hour* on WABD Ne York, Sundays, 7-8 p.m. Additiona video plans have not been def nitely set.

Newspaper advertising durin the first half of 1948, in the Ne York, Philadelphia and Washing ton markets, has totaled abou $340,000. DuMont, under its ne budget, will launch this month regular schedule of ads in Bos ton, Baltimore, Los Angeles an Chicago papers, having used thos markets heretofore for "one-tim only" purposes.

Promotions and space buyin in a national magazine this fa are anticipated, it was disclose by Norman M. Markwell, directo of DuMont advertising and sale promotion. Buchanan Co., Ne York, handles the DuMont accoun

FYI

See pages 60 and 61

Coverage!

In 6 weeks after power was increased to 50,000 watts . . KEX received listener mail from *every county in Oregon and Washington* west of the Cascade Mountains!

Response, too, from many points in eastern Oregon, eastern Washington, California, British Columbia, Alberta, Alaska, even New York and Rio de Janeiro!

For hard-hitting *coverage* in the rich Pacific Northwest, check Free & Peters for availabilities on KEX.

Westinghouse Radio Stations Inc. . owners and operators of KYW, KDKA, WBZ, WBZA, WOWO, KEX, and WBZ-TV. National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.

KEX

THE 50,000 WATT ABC AFFILIATE
IN PORTLAND, OREGON
WESTINGHOUSE RADIO STATIONS Inc

Radiorama

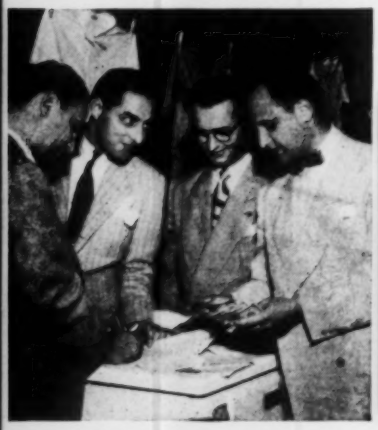
A GOLD CERTIFICATE of life membership in Southern California Broadcasters Assn. is given A. Atwater Kent (third from left), radio pioneer, in ceremonies attended by station presidents and general managers (l to r), Ernest Spencer, KVOE Santa Ana; Harry Maizlish, KFWB Los Angeles; Mr. Kent; William Beaton, KWKW Pasadena; Calvin Smith, KFAC Los Angeles; Robert Reynolds, KMPC Los Angeles.

NOTRE DAME football games will be heard on WJW Cleveland thanks to (l t r, seated) Sam Olen, Cleveland Pontiac dealer; Louis Boshara, president of Cleveland Metropolitan Pontiac Dealers Assn., sponsor; J. M. O'Sullivan, dealer. Standing, Charles Sirl, dealer; Jimmy Dudley, announcer; Dick Klaus, WJW salesman; E. A. Jones, Jones Agency; William Fairgrieve, dealer.

DISCUSSING Ohrbach's (New York store) renewal of "Hi! Jinx" on WNBC are (seated) Lawrence Holcomb, Grey Agency; Jinx Falkenburg; (standing) Thomas B. McFadden, WNBC manager; Jerry Ohrbach, store president; Tex McCrary.

FIRST PEACHES of New Jersey's anticipated 1,300,000 bushel crop start promotion plans by this group at a luncheon given by New Jersey Peach Industry Committee. At table (l to r) Thomas DeCou and Byron Roberts, growers; Amos Kirby, WCAU Philadelphia; Phillip Alampi, WJZ New York; Joe Bier, WOR New York; E. L. Gerber, managing director of New Jersey Council, Trenton.

BARKER BROS. stores' first venture into local radio—KGIL San Fernando—is welcomed by (l to r) Warren Burtis, Van Nuys C. of C.; Harvey Hewitt, KGIL; Neil Petree, Barker president; Gil Patridge, KGIL head.



COUNTING the take—$740—on first broadcast of WNEW New York's "You Can Lose Your Shirt!" are (l to r) Gerald Kaye, sales manager of Bruno-New York; Jack Barry, m.c.; Jerry Marshall, announcer; Ted Cott, program v. p.

ADAM YOUNG JR., (l), station representative, is caught in the middle of a story he is telling (l to r) Ken Giddens and "Buzz" Busby, owners of WKRG Mobile, Ala.; McDonald Dunbar, Ted Bates Agency, and Paul Wilson, of Adam Young organization. Occasion was a cocktail party given by WKRG at Waldorf-Astoria, New York.

THIS IS HOW to cover a western special event. Bob Moore, manager of Toppenish studios of KYAK Yakima Wash. covered the Toppenish Rodeo Parade on horseback, with a wire recorder strapped to horse's harness.

KAISER-FRAZER president, Joseph W. Frazer (r), chats with Mark Woods, ABC president, discussing Kaiser-Frazer Sales Corp. sponsorship of Walter Winchell, effective Jan. 2.

FAMOUS radio name joins radio recording ranks, as Lester K. Loucks, older brother of Philip G. Loucks, Washington attorney and former managing director of NAB, becomes one of RCA Victor's new recording artists. His Spring Garden Band of York, Pa., is well-known brass aggregation.

TRANSIT RADIO demonstration held by KXOK-FM St. Louis is explained by John C. Baine (pointing), v p of St. Louis Public Service Co., to (l to r) Harry Brockhoff, George Stemmler, Milton Kinsey, city officials, and C. L. Thomas, KXOK and KXOK-FM general manager.

GEORGE MOSKOVICS, manager of CBS-TV sales development, predicts 14,000,000 television sets for 1952, in a talk before the Fashion Group Inc. at New York's Roosevelt Hotel.

PIXIE PLAYTIME... part puppet Peter W. Pixie in a bright once-a-week children's show...

...a new quiz ...every week...

...Forecasts for ...every week...

For TV variety

...check Channel 11 and WPIX!...With the widest possible range of programs...latest news, drama, sports, special events, shows for children ...beauty, homemaking, celebrity interviews, public service, religion for all creeds...WPIX offers the finest in television, top entertainment, most interesting and informative of features... attractions for any advertiser interested in more conversational currency among customers... better business and sales in a major market well worth the effort now...and from now on!

Programs now available for sponsorship or syndication are franchises of growing value in a growing medium...for time and production rates ...write or phone WPIX, 220 E. 42nd St., New York 17, New York...or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., New York 22.

WPIX

NEW YORK CITY • CHANNEL 11

OLYMPIC COVERAGE

250 Broadcasters Present

By BILL HENRY

THE BIBLICAL tower of Babel has nothing on the broadcasting arrangements for the Olympic Games. The international airwaves, radiating from England, are being filled with a jumble of sporty syntax in three or four dozen languages, not to mention a wide variety of English idioms ranging from excitable Americanese to bored and broad Oxford.

The British Broadcasting Corp., which during the war developed multi-lingual radio to an unprecedented degree, has outdone itself in providing some ten dozen separate broadcasting mikes (thirty-two of them in Wembley Stadium alone), plus a vast sprinkling of walkie-talkie and recording gadgets, for those who will translate the athletic performances of sixty-two nations into languages, dialects, accents and sporting doubletalk. Quite aside from the arrangements the BBC has set up for the rest of the world, they have a staff of about one hundred persons explaining everything for the benefit of the folks at home.

Languages Used

Latest statistics indicate that there are approximately 250 broadcasters using 40 different languages (not counting Husingese). Single microphone stations are spotted at such far-away points as Bisley (shooting), Aldershot and Camberley (modern pentathlon), while opportunity will be given to broadcast the Henley rowing events from half a dozen points along the route.

For the foreign broadcasters who have to type their scripts before actually hitting the airwaves, the BBC has set up its newsroom with all sorts of trick typing machines, the kind remembered with nostalgic shudders by some of us who, back at the start of the war in 1939, would dash into the basement bomb-proof newsroom to bang out a bulletin and discover that we were using a typewriter with arabic symbols.

Major Events on TV

The BBC, which is host for all radio correspondents covering the Olympics, has done an outstanding job in providing facilities for this 14th Olympiad. Every heat, every preliminary event in the Olympics is being covered with broadcasting crews, and the major events are also being televised. The nerve center for this operation is at Wembley, in a building first put up for the display of Dominion art at the 1924 Empire Exhibition.

Where once stood statues and architectural models is now the main control room, with bays of technical equipment. One display room in the building has been cut up into eight studios, one of which, by the way, has been assigned to Mutual's London correspondent, Arthur Mann, and myself. Another display room has been cut into twenty recording cubicles. One complete corner of the building is devoted entirely to television.

The telephone web from this Empire building branches to thirty "venues," as the British call the sites for the various games. The British are now using an idea suggested by Finnish radio engineers to reduce the potential of "crossed wires." Special recordings have been prepared, bearing such messages as "transmission from London to Warsaw," or "transmission from London to New York," or "transmission from London to Paris." These recordings, all in English, are placed "on the lines" approximately five minutes before a direct radio-telephone feed is to be placed on those lines. The engineers monitoring the lines hear these recordings—and then check to make sure that the one they're monitoring is going where it should. In addition to this they have similar records, also showing destination of lines, in the languages of the country to which the program is being "fed." This serves as a double check.

In addition BBC is supplying the statisticians, the analysts and the observers who provide the various broadcasters with all the material they need to give a comprehensive, understandable picture of the Games.

This will be only the second time in history that the Olympic Games have been given complete radio coverage. When they were held in 1932 at Los Angeles there was no direct broadcasting of any consequence. But, in 1936 at Berlin, the Germans had set up an enormous shortwave network which Goebbels later turned to his propaganda uses.

It was at Berlin that Ted Husing, the non-stop erupter of sporting verbiage, was stopped dead in his tracks when he shared the microphone at the final of the 100 metres with a BBC commentator of just the opposite type. Mr. Husing counted that second lost in which at least a dozen words were not said, while the laconic Britisher, at the opposite end of the oratorical spectrum, evidently believed the less said the better.

Husing's Dilemma

The Britisher was in control of the mike—Mr. Husing was guessing for the benefit of American listeners to the BBC—and, after announcing the names of the finalists, the Britisher stood by the mike not saying a word. Mr. Husing, frenzied at this silence, tried to stir things up by leaning towards the mike and asking what the runners were doing. There was another long pause as the Britisher surveyed the scene with his glasses. Jesse Owens and the others were scratching at the cinders with their spikes, digging themselves in for the start. Finally the British sportscaster spoke with solemn finality—"Oh" he said, "they're just mucking about with their 'oles." Many believe that it was this profligate waste of precious air time that drove Ted Husing to the ranks of the disc jockeys. We miss him over here.

Mr. Henry

BILL HENRY was born in San Francisco on Aug. 21, 1890, the son of Rev. and Mrs. John Quincy Adams Henry. His early education was received at schools in England, Switzerland and the United States. He graduated from Occidental College, Los Angeles, and Sydney (Australia) U. Mr. Henry became a sports writer in 1911—working as sports and regular reporter. His first broadcast was made in 1923 over KHJ Los Angeles. In 1930 he did his first coast-to-coast broadcasts of boxing matches, football and baseball games. All technical arrangements for broadcast of the 1932 Olympics in Los Angeles were made by Mr. Henry. At that time he started his book, "An Approved History of the Olympic Games." In 1939 Mr. Henry covered the first phases of the war, becoming one of the first radio-war correspondents. A flyer since World War I, Mr. Henry was instrumental in the formation of the Douglas Co. (plane manufacturers) and Western Air Express. At present Mr. Henry is in England covering the Olympic Games for Mutual. His "Bill Henry and the News" is heard five days weekly on Mutual from 9:55 to 10 p.m. EDT.

'BLACK MAGIC BOARD' FOR TV

Hile-Damroth to Release Visual Series Composed of Symbols and Pictures

A VISUAL solution to one of the many problems encompassing television's growing facets is being offered by Hile-Damroth Inc., New York visual analysts. The firm, whose "Black Magic Board" has been in development for the past two years, announced last week it is preparing a series of shows to be distributed some time this fall for use on television.

The presentations, which are made up of symbols and pictures, will be offered to manufacturers and advertising agencies for upwards of $2,000 per show. According to the firm, they will be especially practical for spot commercials.

The visuals were utilized on a large scale by NBC and *Life* magazine, through Young & Rubicam Inc., during the recent Republican and Democratic Conventions. Used as background material, they took the form of maps, figures representing balloting results, and Presidential candidate pictures.

The board, which was devised during wartime by James Hile, then head of the visual aids section, affords on all presentations the advantages of colored movies at moderate cost, according to Hile-Damroth. Effect is gained by arranging the symbols on a dark blue felt board, with the circular granulated surface of the symbols adhering tenuously to the felt. Highlights and light gray flourishes make the presentations particularly suitable for television.

Visuals currently are being used on sales training and promotion levels and for employe education within organizations, as well as for public relations.

ELLIS CHANEY, WOAI VICE PRESIDENT, DIES

ELLIS CHANEY, 63, vice president of Southland Industries, owner of WOAI San Antonio, Tex., died July 25 in San Antonio.

Mr. Chaney was widely known in the radio industry and, with the late Joe Cummings, was co-founder of WOAI in 1922.

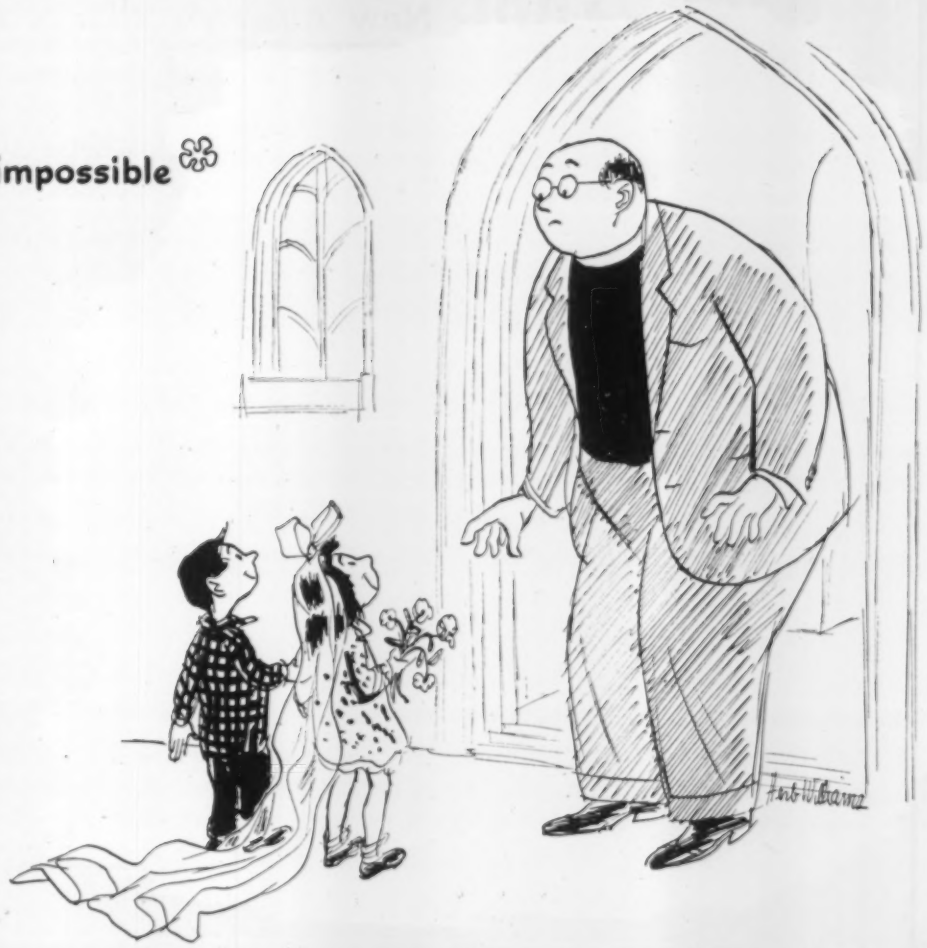
Mr. Chaney

A native of Bandera, Tex., Mr. Chaney went to San Antonio as a youth. For many years he headed the Southern Equipment Co., wholesale dealer in automotive equipment, radios and electric refrigerators. At one time he was jointly associated with G. A. C Halff, chairman of the board of Southland Industries, in the automotive company of Halff-Chaney Co. He was also engaged in business in Waco and Brownsville.

Mr. Chaney is survived by his wife and three sons.

WITH completion of its transmitter building at Mt. Wilson awaiting only erection of its tower and antenna, KFMV Los Angeles, new FM-only station, has begun construction on its studios at 6540 Sunset Blvd., Hollywood. Latter is scheduled for completion Sept. 1. Station plans to be on the air by Aug. 15.

It's impossible



You can't cover California's Bonanza Beeline without on-the-spot radio

You wouldn't knowingly pass up a market with higher retail sales than all of San Francisco's and all of Seattle's combined. Yes, that's the actual "cash register" value of the Bonanza Beeline!

But you do pass up the Beeline if you depend on outside radio to sell there. For this part of California and Nevada is surrounded by mountains, which turn away outside radio signals. So to be sure you reach Beeliners, use the five BEELINE stations —the stations *in* the market.

Buy the BEELINE combination to blanket the market. Or buy individual BEELINE stations for top local coverage. For instance, if it's Sacramento you want, it's KFBK you want. In a recent Hooper, KFBK *led all competition* with an audience share of 24.7 for total rated time periods. Get the full Beeline story from Raymer.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

'OPERATION BACKYARD'

New Agency's Billings Pass Million

FROM AN INAUSPICIOUS start with $2,500 borrowed capital three years ago to the million-dollar mark in radio billings is the story of the Brown brothers, Charles and William, in the agency business. They've opened new offices in downtown Nashville, have branch offices in Chicago and Hollywood. Their story is told in detail in the accompanying columns.

OPENING of new offices in a recently purchased building in downtown Nashville by the Brown brothers, Charles and William, has spotlighted national attention on a radio success story seldom matched in agency circles.

Starting three years ago with $2,500 borrowed capital, the Brown brothers operations have pushed through the million dollar mark in radio billings; financial net worth has grown in excess of $300,000, and two branch offices have been opened in Chicago and Hollywood.

Secret of this success perhaps has been best targeted by G. M. Philpott, vice president and advertising manager of Ralston Purina Co., when he said, "I believe they know radio of rural and lower income bracket people better than anybody in the business."

Growth of the volume of programming has grown so great that it has been transferred to a new organization known as Monogram Radio Programs Inc., headed by Charles H. Brown as chairman of the board, and Lowell E. Jackson, president. In turn, expansion of the agency business into an all-media agency has been achieved in the formation of Brown and Bowers, replacing The Brown Co. Headed by S. W. Brown Jr., the agency partnership is paired with Edward H. Bowers, for 12 years with N. W. Ayer and other leading agencies, and more recently operating his own firm in Chicago.

Chose Nashville

Three years ago, the Brown brothers—in their middle twenties—left Gardner agency in St. Louis, where they had been handling Ralston Purina account, to strike out for themselves in Nashville. Selection of the Tennessee capital city as a base of operations was influenced by two considerations: (1) The great reservoir of radio talent and facilities, perhaps the largest outside New York, Chicago or Hollywood, (2) the need for additional agency service in this booming, postwar industrial area.

Spearheading their approach for new clients was a unique study which they called "Operations Backyard." This showed that while the major market cities of the nation were selling a majority of the goods, there is "a multimillion dollar potential in the scattered and outlying rural area throughout the great expanse of the nation."

"The backyard," they declared, "is worth talking about." But they did more than talk. They undertook to survey this huge scattered market, and to learn the proper avenues of approach. What they uncovered is interesting radio market data.

For example, taking the experience of one manufacturer in the rural field as a case history, they uncorked enough data to make obsolete all the previous media studies in the farm and small town field.

This manufacturer had been concentrating his effort on farm publications and with some space in national weeklies. He had been told that such publications reached "the only farm and small towns people progressive enough to understand his sales story and with income enough to buy." Working with Maurice Malin, Purina Chow advertising manager, the Brown brothers thought there must be another answer and undertook research with the aid of 4-H Clubs, Future Farmers, mail-out questionnaires and personal interviews in farms and in small towns under 10,000 and RFD addresses. Here's what "Operation Backyard" uncovered:

(1) A very small percentage of these people read the big circulation magazines—in the South, less than 10%—and ranging on up to 20% in the Grain Belt and East.

(2) 40 to 50% of strictly farm families subscribe to one or more farm publications.

(3) 65 to 80% see a daily newspaper.

(4) 45 to 60% see weekly newspapers.

(5) 60 to 70% go to the movies 2 or 3 times a year.

(6) 87 to 95.7% have radios and listen from four to five and one half hours a day.

Homespun Shows

Applying the use of radio to "backyard listeners" the Brown brothers developed homespun programs liberally sprinkled with "hillbilly stars." Ralston-Purina was the first to use one of their shows. Chow Division of Ralston Purina has become so convinced that the Brown radio formula is the way to sell "rural and lower income bracket" people that they are concentrating their entire radio advertising budget in Brown-built "hillbilly" programs. Current budgets are in excess of $300,000 per year; and sales are reported at an all-time high for the company.

Evidently the 87% to 95% of the farm and small townspeople with radios were not only "intelligent enough to understand the sales story"—if presented in the right way—but also have income sufficient to buy.

There are other such experiences in the Brown catalog of success stories . . . viz, the Farmers Wholesale Nursery, which started with a "kitty" of $10,000 to sell fruit trees via radio direct—followed the Brown formula of homespun showmanship and grossed over $400,000 in the 1947-48 season.

There is also the Lion Oil Co., which engaged the Brown brothers to bolster their regional network half-hour with "more appeal to small townspeople"; and after two seasons report coincidental ratings in 20 Southern markets ranging from 10.8 in Memphis to 21.0 in Tupelo, Miss., opposite top network programming in the 5:00 p.m. (CST) Sunday afternoon slot.

Having established the formula, the Brown brothers formed a new corporation, Monogram Radio Programs Inc., to provide "economical transcribed radio programs to agencies and advertisers who can use network-type package shows but can't afford Hollywood or New York talent prices." First step was to name Lowell E. Jackson, formerly vice president and a director of Katz Agency in charge of their Chicago office, as president.

Mr. Jackson's sales team includes William Ermeling, Chicago; Norman E. Noyes, formerly with ABC Spot Sales, in Hollywood; and additional offices and personnel are being added in strategically located buying centers.

Monogram offers seven proved vehicles, built according to the original Brown brothers basic formula, to local and regional advertisers through stations and agencies coast-to-coast at prices as low as $1.75 for a five minute program in markets under 10,000 population.

Pointing to the low cost of the programs, Charles Brown says: "Local and regional advertisers must have good shows; and they must be economical. If stations are to do a job for advertisers, talent costs cannot get out of line with local rates for time."

WORKING OUT plans for Monogram Radio Programs Inc. with parent agency, Brown and Bowers, are (l to r) Lowell E. Jackson, Charles H. Brown, William Brown and Edward H. Bowers.

• • •

Packages Offered

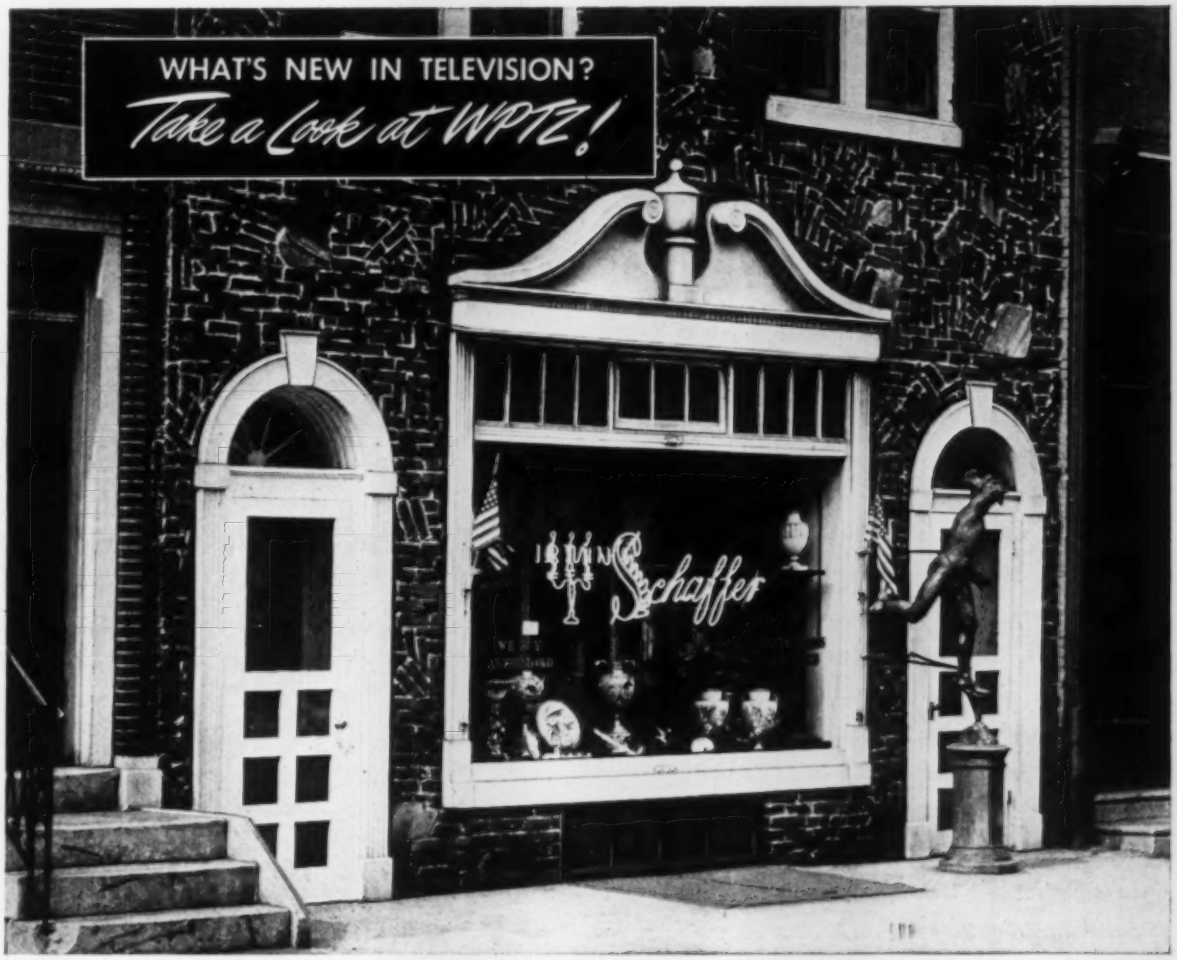
Included in the package shows now being offered by Monogram are: *The Eddy Arnold Show*—a quarter hour featuring the singing of Victor's recording artist in the songs that according to Monogram have made him America's biggest folk music disc-seller, second only to Crosby in total record sales; *Plantation House Party* fifteen minutes of popular music and the homespun humor of The Duke of Paducah; *Hospitality Time*, starring Snooky Lanson, former soloist with Ray Noble, currently heard on NBC; and a new series, *Breakfast in the Blue Ridge* with Lulu Belle and Scotty, WLS Chicago artists.

B. F. Goodrich Co. recently bought *Breakfast in the Blue Ridge* for dealer participation throughout the country.

'Featurettes'

Monogram has also developed several five minute shots which they style as "Featurettes." For example there is one titled *Lasting Impressions* voiced by John Harrington and *This Is the Inside Story* with Jack Brickhouse—both tell a dramatic human interest story complete in each episode.

In their commodious new quarters, decorated in a western ranch house motif, the Brown brothers look forward to a continued growth in radio billings for the year ahead. They believe the total volume for the industry as a whole will be swelled by the cultivation of new radio-advertisers from the ranks of those who so far have been hesitant in finding a way to integrate it with their present marketing plans. With such approaches as "Operation Backyard" they say, radio can't miss.



Report From a TV Spot Announcement Advertiser . . .

FOR THE PAST 30 weeks Irwin Schaffer, Philadelphia antique dealer, has had a twenty-second spot announcement on WPTZ each Sunday evening. These spots feature a unique variety of antique lamps and gifts.

Here are the results, as reported in a letter from Mr. Schaffer:

"At this time I would like to express my enthusiasm for television as a medium for advertising. Over a period of six months, I find that there has been an appreciable increase in my business. Of the various types of advertising I have been using, a 'customer check' has shown that television is by far *my* best channel . . . Although we have been in the antique business for many years, we are comparatively new in our specialty of antique lamps. I can safely say that we have now added approximately 500 customers.

"WPTZ, in their tireless effort, created just the right sort of film to show the public the type of store we have. The fact that the store and our merchandise can now be seen in television, and in the excellent way presented by WPTZ, has gained for us the people's confidence and interest.

"Television is new . . . but to me it's no longer an experiment, but a fact proven by WPTZ in their high standard of production."

If you would like to see a copy of Mr. Schaffer's two-page letter, please drop us a line. If you would like information on spot and program availabilities or the facilities which WPTZ has to offer television advertisers, never mind writing—call us collect.

PHILCO TELEVISION BROADCASTING CORPORATION

1800 Architects Building • Philadelphia 3, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A selling station in a buying city

WBNS

Columbus, Ohio

WBNS, CBS outlet for central Ohio, brings Ohio folks fine entertainment . . . and puts them in a splendid spending mood!

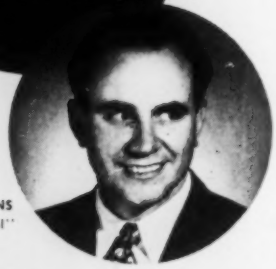
RICHARD A. BOREL
General Manager

WBNS has an audience that includes farmers and fraternity men . . . secretaries and senators . . . housewives and industrial workers. Under Dick Borel's expert management, WBNS brings them plenty of outstanding local programs . . . in addition to a full schedule of CBS shows . . . and keeps them *all* listening day after day, month after month, year after year!

That kind of audience pays off in *sales!* And you can bet it will continue to pay off as WBNS brings its listeners the latest in FM and Television. Your John Blair man has all the facts and figures on WBNS, on its outstanding programs and its rich Ohio market. Ask him today!

These lively local programs keep Ohioans listening to WBNS!

FERN SHARP
"Round Robin Review"



JOE DOBBINS
"Yawn Patrol"

BILL CORLEY
"Uncle Bill"

IRWIN JOHNSON
"Early Worm Program"

MARTY DeVICTOR
"Marty's Party"

DICK HEINE
Director, Staff Orchestra

A Fine Radio Station . . .

COVERS CENTRAL OHIO

In Columbus, Ohio, it's

WBNS

Power—5000 Daytime, 1000 Nighttime . . . CBS

... represented for 15 years by

JOHN BLAIR & COMPANY

BILL McKINNON
"Shell Digest" and "Bond News"

BILL ZIPP
"Farmtime"

CHET LONG
"Chet Long, News"

Since 1933, John Blair & Company has been building Spot Radio business for WBNS!

It's the business of every John Blair man to know markets, merchandising and radio . . . *and every John Blair man knows his business!* That knowledge means profitable campaigns for wise advertisers . . . and *big* Spot Radio volume for fine stations like WBNS!

Today, after 15 years of aggressive John Blair representation, WBNS is *first* in central Ohio . . . first in amount of advertising, and first in program and promotion awards. Ask your John Blair man about WBNS *today!*

• More and more advertisers choose Columbus to test new products and advertising. It's *big*, yet compact . . . *prosperous*, yet stable. Columbus is the heart of a rich farm area. It's an important manufacturing center . . . the State capitol . . . home of Ohio State University! For *fast* selling action . . . with plenty of merchandising support to boot . . . include WBNS schedules in your Columbus test.

JOHN BLAIR & COMPANY

NATIONAL REPRESENTATIVES OF LEADING RADIO AND TELEVISION STATIONS

. . . Fine Representation

OFFICES IN CHICAGO • NEW YORK • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

BMI *Pin-up Sheet*

HIT TUNES FOR AUGUST

CHILLICOTHE, OHIO (Mellin)
WORLD—Les Brown

DELILAH (Encore)
WORLD—Bob Haymes
STANDARD—Freddy Martin
MACGREGOR—Chuck Foster
ASSOCIATED—Russ Morgan
NBC THESAURUS—Shep Fields

DREAM PEDDLER, THE (Peer)
NBC THESAURUS—Sweetwood Serenaders

FOOLIN' (Jay-Dee)
CAPITOL—Eddie LaMarre

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004
Dinah Washington—Merc. 8082
Savannah Churchill—Manor 1129
Phil Reed-Frank Picher—Dance-Tone 216

IT'S SO PEACEFUL IN THE COUNTRY (Regent)
WORLD—Betty Bradley
STANDARD—Walt Schumann
MACGREGOR—Chuck Foster
ASSOCIATED—Blue Barron
NBC THESAURUS—Cy Walter

JUST BECAUSE (Peer)
WORLD—Eddy Howard

LONG AFTER TONIGHT (BMI)
WORLD—Charlie Spivak
STANDARD—David LeWinter
ASSOCIATED—Mindy Carson

SERENADE— MUSIC PLAYED ON A HEARTSTRING (Duchess)
LANG-WORTH—Chuck Foster
NBC THESAURUS—Novatime Trio
CAPITOL—Sunset Trio

SOMEONE CARES (Porgie Music Corp.)
NBC THESAURUS—Novatime Trio
STANDARD—David LeWinter
ASSOCIATED—Art Mooney

SPRING CAME (Republic)
NBC THESAURUS—Sammy Kaye

TAKE IT AWAY (Pemora)
ASSOCIATED—Enric Madriguera
MACGREGOR—Veramae Stevens
WORLD—Jose Morand
LANG-WORTH—Merle Pitt-Al Trace

TIME AND TIME AGAIN (London)
WORLD—Bob Chester
STANDARD—Dyana Gayle
ASSOCIATED—Johnny Messner
NBC THESAURUS—Allen Roth

WALKIN' WITH MY SHADOW (Johnstone-Montei)
CAPITOL—Hal Derwin & Frank DeVol
STANDARD—Lawrence Welk
LANG-WORTH—Four Knights

YOURS (Quiereme Mucho) (Marks)
LANG-WORTH—Airlane Trio
LANG-WORTH—Tito Guizar
LANG-WORTH—Joe Sodja Trio
WORLD—Marian Francis
STANDARD—Dennis Day
ASSOCIATED—Xavier Cugat

Coming Up

COOL WATER (American)
CRUEL LOVE (Jay-Dee)
CUCKOO BIRD WALTZ (Lutz)
HIGHWAY TO LOVE (BMI)
JUST CANCEL MY DREAMS (Brightlights)
LONESOME (Republic)
NOBODY BUT YOU (Duchess)
PLAY THE PLAYERA (Marks)
RUN JOE (Preview)
SWING LOW SWEET CLARINET (Stuart)
THE THINGS I LOVE (Campbell Music, Inc.)
TIME OUT FOR TEARS (Kaolene)
YOU WALK BY (Cavalier)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

'Sierra Sue'

CALL LETTERS of the former KSUH Susanville, Calif., have become KSUE. A final step as the change was completed late last month was the replacement (see picture) of "H" with "E" in the big painted sign designating the call letters above the entrance to the station's studios. KSUE is named after Susan Roop, daughter of the founder of Susanville, which also bears her name. To herald call letter change, station breaks were recorded in a feminine voice against the music of "Sierra Sue." KSUE is on 1240 kc with 250 w unlimited.

300,000 SHARES PUT ON BLOCK BY TV FIRM

INTERNATIONAL Television Corp., New York, last Tuesday offered 300,000 shares of common capital stock at $1 per share through Henry P. Rosenfeld Co., 37 Wall St., New York.

The company, which will manufacture a full line of television receivers, has been organized by John B. Milliken, founder and first president of United States Television Mfg. Corp., large independent manufacturer.

Other personnel recently added includes Willard R. Rich, former vice president of Telicor Corp. and former vice president and director of Intra-Video Corp. of America, as vice president and director; John R. Finegan, who will direct sales activities, as secretary-treasurer; Benjamin L. Webster, industrial designer and a director of the Society of Industrial Designers Inc., as a director; Seymour S. Krinsky, former chief television engineer of Telicor Corp., as chief engineer; and Herman Hjertberg, present comptroller of Travelers' Aid Society, as financial advisor.

Heinz Kallman, Ph.D., well known in the television industry, has been appointed a consulting engineer. An inventor and holder of several patents in the electronics field, Dr. Kallman will devote his time to government contracts now under consideration and to television research.

The company will manufacture receivers ranging in price from $149.50 for a 7" tube set to $3,000 for a 4' x 3' rear projection installation.

BASEBALL games of Kansas City Blues club will be aired in Topeka area by WIBW-FM Topeka, starting immediately, according to WIBW Manager Ben Ludy.

New York Listening Decreases in July

Pulse Survey Shows Giveaways In 4 of Top 10 Spots

RADIO listening in Metropolitan New York during July dropped below that in June, Pulse Inc. indicates in its latest report. Four of the top 10 evening programs are giveaways, with *Stop the Music* holding number two position.

Average quarter hour sets-in-use for the weeks studied were: for July 1948, 21.2; for June 1948, 25.3; and for July 1947, 21.1. Other results were:

EVENING	
Walter Winchell	17.0
Stop the Music	13.7
Louella Parsons Show	12.3
Break the Bank	12.0
Hit the Jackpot	11.3
Boston Blackie	10.3
We, The People	10.0
Can You Top This	10.0
Mr. District Attorney	9.7
Studio One	9.3
Take It or Leave It	9.3
DAYTIME	
Arthur Godfrey (11:00 a.m.)	7.3
Harry Clark, News	6.2
Arthur Godfrey (7:30 a.m.)	6.2
Rosemary	6.7
Grand Slam	6.6
Helen Trent	5.9
Our Gal Sunday	5.9
Big Sister	5.6
Ma Perkins (1:15 p.m.)	4.9
Make Believe Ballroom (5:45 p.m.)	4.9
SAT. & SUN. DAYTIME	
Brooklyn vs. Giants (Sat. 5:15)	10.3
Brooklyn vs. Giants (Sun. 4:00)	10.0
Children's Hour	5.3
Make Believe Ballroom (Sat 10:30 a.m.)	5.0
Yankees vs. Wash. (Sat. 4:00 p.m.)	5:0
Yankees vs. Wash. (Sun. 3:30 p.m.)	5.0
Under Arrest	5.0
Husing's Bandstand (Sat. 5:30 p.m.)	4.7
Bing Crosby Records (Sat. 11:30 a.m.)	4.7
Make Believe Ballroom (Sat. 5:45 p.m.)	4.3

Hollywood Ad Club Talks Of Commercials' Errors

TOO little, if any, contact between agency copy writers and announcers results in less effective selling. That fact was the consensus of an announcer panel concerned with "What's Wrong With Commercials," conducted by the Hollywood Advertising Club July 26.

It was agreed that many copywriters turn out a finished piece of writing highly suited to the eye but trying for the ear. A good bit of the difficulty prevails, it was pointed out, because copy writers sit in New York while many of the programs come from Hollywood.

Those participating were: Wendell Niles, Ken Carpenter, Harry Von Zell, Del Sharbutt and Jim Hawthorne. Bob Ballin, Foote, Cone & Belding Hollywood vice president, was meeting chairman.

FYI
See pages 60 and 61

KAY S. SELLOGRAM

FOOD SALES OF $182 MILLIONS* RANK THE SALT LAKE CITY WHOLESALE DISTRIBUTION AREA AMONG AMERICA'S TOP 14 CITIES. YOU CAN COVER THIS AREA BEST WITH KSL — THE ONLY MEDIUM WHICH REACHES ALL OF THE MARKET'S MILLION BUYERS.

KAY S. SELL

*Sales Management Survey of Buying Power, 1948

To reach the more than 2400 grocers and their wholesalers, as well as the million consumers in the Salt Lake Wholesale Distribution Area, choose KSL. In these 69 counties in 8 states KSL is listened-to most frequently by more people than any other station or network according to a new Hooper Listening Area Coverage Index.†

†Hooper Listening Area Coverage Index for 69 KSL counties, Spring, 1948

TOTAL FOOD STORE SALES	CITY RANK
Over $235 Million—New York (1), Chicago (2), Los Angeles (3), Philadelphia (4), Detroit (5), Cleveland (6), Baltimore (7), San Francisco (8), St. Louis (9), Washington (10)	
$233,633,000—Milwaukee	11
231,847,000—Pittsburgh	12
231,549,000—Boston	13
182,049,000—KSL DAYTIME AREA	**14**
177,140,000—Minneapolis	15

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY
Represented by RADIO SALES,
Radio Stations Representative, CBS

LOW-BAND TV

Safe for Some Time, Say Engineers

LOW-BAND television seems safe for some years, in the opinion of two engineering consultants, C. M. Jansky Jr., of Jansky & Bailey, and Glenn D. Gillett. They took this position at the NAB District 4 meeting at White Sulphur Springs, W. Va.

Referring to expressions by FCC officials, Mr. Jansky said broadcasters should remember that these officials live in an atmosphere of discussion and regulation and necessarily must think constantly of the future. He doubted if anyone would risk the money to develop high-band TV in the near future.

Mr. Jansky fears tropospheric interference will limit TV service when more stations are in operation, foreseeing progressive degradation of service areas as in AM.

Mr. Gillett said it is "unthinkable" that the FCC would withdraw the low-band channels now granted in view of the public investment in receivers. He doubted if the Commission would force abandonment of the lower channels within the next 10 years. "Don't worry about high-frequency TV or color for eight or 10 years," he suggested.

Charles A. Batson, NAB information director who is conducting an extensive TV survey, said industry feeling seemed to be that two to five years would be required to develop a high-band system. He said the status of Channel 2 to 6 in the low band appeared less secure than the upper half of the present TV band, in the opinion of many observers. An abrupt shift upstairs is "unlikely," he added.

Millikan Will Be Speaker At IRE L.A. Convention

KEY speaker at the forthcoming West Coast convention of the Institute of Radio Engineers in Los Angeles, Sept. 30 is Dr. Robert A. Millikan, noted atomic scientist, according to Loyd Digmon, convention chairman and chief engineer of KMPC Hollywood.

Dr. Millikan

An estimated 1000 of the nation's radio engineers will hear Dr. Millikan discuss some recent research on the release and utilization of atomic energy. The California scientist is best known for his work on the isolation and measurement of the electron, for which he was awarded the Nobel Prize in 1923.

100,000 snowed us under

. . . that's the mail record to date, requests for Jimmy Dudley's Baseball Scoring and Reference Book . . . further proof that WJW is listened to, that WJW listeners respond.

BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

ROYAL WESTERN welcome, including handcuffs, awaited three distinguished visitors to Cheyenne's recent Frontier Days celebration. Sheriff Norm Tuck (l) attached the handcuffs, and the three guests wearing them are (l to r): L. M. Perrin, president of General Mills; Mark Woods, president of ABC, and H. M. Dancer, president of Dancer-Fitzgerald-Sample. They had come to help Cheyenne pay its respects to the Lone Ranger on the occasion of his 15th radio anniversary. Feature of the celebration was a special broadcast from the steps of Wyoming's state capitol building over KFBC Cheyenne and ABC, with the Lone Ranger as honored guest. Old Cheyenne-to-Deadwood stagecoach carried the handcuffed Messrs. Perrin, Woods and Dancer through the Cheyenne business district and to the broadcast.

'THE UNDISCOVERED'

WTOP VD Series Acclaimed As Success

THE UNMENTIONABLE has been mentioned, and through WTOP Washington's pioneering series, *The Undiscovered*, hundreds of venereal disease sufferers have been discovered.

At the end of the 14-week run of the program, extending through July 20, 675 people reported to public clinics for examination or treatment as a direct, traceable result of the radio series. The number who responded by going to private physicians is not available. The average number of clinic admissions per program total 48. Each of these reported either having heard the WTOP series or having heard of the series, and called on the clinic facilities as a result.

The programs included excerpts of tape-recorded interviews with victims of VD, and followed up with discussions with U. S. Public Health Service officials and the announcement of an unlisted telephone number to call for professional information about examination and treatment. CBS newsman Gunnar Back handled the series.

WTOP presented a wind-up of the series in a half-hour program July 22 in which District of Columbia and U. S. Public Health officials took part. When asked if the results proved that radio can do a job in the fight against VD, Dr. Ross Taggert, head of the Bureau of Venereal Disease of the D. C. Health Dept. said: "We find no other explanation for the [50%] increase of cases we have seen than that this program had brought them from the ranks of the undiscovered."

Lefoy Richman, chief of the office of program development, Venereal Disease Division of the U. S. Public Health Service, said that as a result of the WTOP series, "Radio station managers from all over the country have been offering time and talent in connection with local VD drives."

The health officials also praised ABC's documentary on VD.

Hollywood Radio Writers Hear Television Experts

HOLLYWOOD'S unit of the Radio Writers Guild took notes on television July 21 at a roundtable discussion. The panel consisted of Ronald C. Oxford, executive producer of television of KFI Los Angeles; Walter Stickel, Leo J. Myberg Co., Los Angeles RCA distributor; Ray Monfort, technical director of KTTV Los Angeles; Harry McMahan, president of Five Star Productions; Leon Benson, television director of J. Walter Thompson, Los Angeles; True Boardman, radio writer and Clifford J. Durr, former FCC commissioner.

Sets will shortly lag behind demand, Mr. Stickel warned by way of emphasizing Los Angeles' acceptance of television. Mr. Monfort pointed out that television is well aware of its technical and production capacities and limitations. Techniques not being used are generally overlooked for a reason, he said.

In recognizing the place of film, Mr. McMahan advised writers "not to go too fast" but to determine the direction first. The medium's advertising impact was covered by Mr. Benson. He stressed the economic return at present. Mr. Durr, an unscheduled participant, advised all concerned to sit in on as many video hearings as possible, to fully acquaint themselves on the medium.

HOOPER-WISE . . .

(a) 1st **again** in Total Rated Time Periods.* Gains made though 2 more stations on the air.
(b) Dominates in 35 out of 40 quarter-hour periods, 8 a.m. to 6 p.m. Monday thru Friday.
(c) Over 63% greater audience in those 40 periods than next highest rated station.
(d) Over 64% greater audience in those 40 quarter-hours than the total of the three lowest-rated stations combined.

That's Actuality Based on Factuality!

PROGRAM-WISE . . .

Block-Programming Pioneers.
A Dozen Top-Flight Personalities — steeped in showmanship . . . Hooperating higher in Des Moines than most big network shows . . . most of them commanding two-figure ratings. For instance, there's the astronomical 19.1 of the city's No. 1 newsman, Russ Van Dyke — the 14.4 of top disc jockeys Don Bell and Gene Emerald — the 16.1 of Larry Davis' award-winning "High Five" platter show.
Field-Pacing Production and Promotion Staffs.
Unmatched Special Events Coverage (over 500 remotes June, 1947-June, 1948).

That's Know-How Delivered Where Knowledge Is Demanded!

BUSINESS-WISE . . .

1st in Local Accounts . . . 1947-48 national business never was better. More and more aggressive merchandisers are concentrating their budgets on this station. For instance, a baking concern sponsors all "Play-by-Play With Al Couppee" sports broadcasts (over 100) the year-around.

That's Acceptance Where Acceptance Counts!

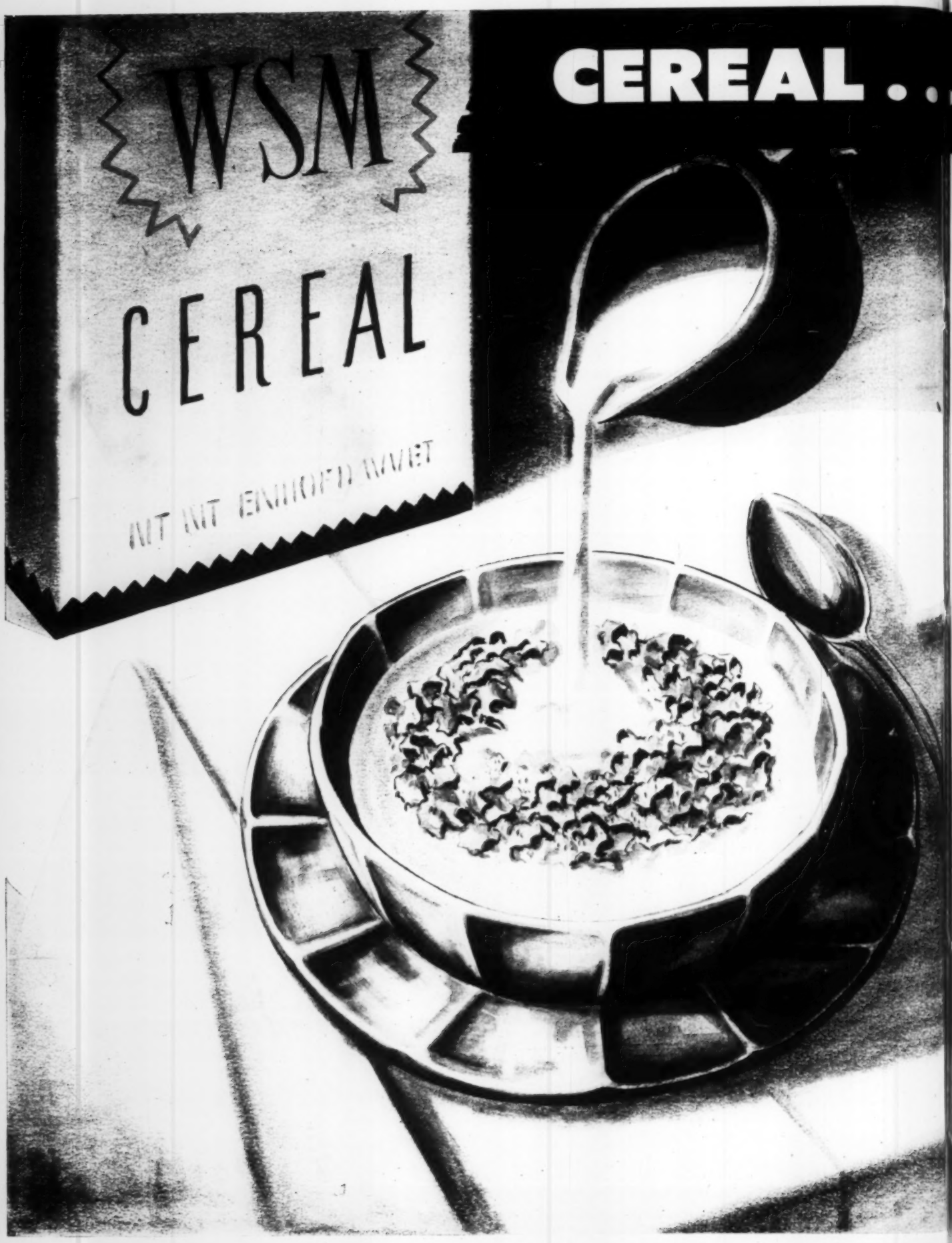
*C. E. Hooper Winter-Spring Report
Dec. 1947-April 1948 Des Moines—City

ASK A KATZ MAN

To Sell the Rich Central Iowa Market, Buy

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

That Very Highly Hooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines!


WSM
CEREAL
CEREAL . . .

. . with a WSM label?

WSM-advertised goods bear a special Seal of Approval — an invisible label which says in effect, "You heard about this product over WSM—therefore it merits your confidence."

The faith which listeners feel in WSM is rooted deep in this station's 23 year record of community service. That faith in WSM is a power that can move mountains of cereals and other foods.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM

NASHVILLE

Editorial

Something Fishy

MUSIC copyright performance after a period of reasonable quiescence, again rears as a lively problem for broadcasters.

ASCAP contracts are due for renewal next year. It is up to each broadcaster to determine within the next few months whether he elects to renew his AM license—at existing rates—for blanket or "per use" performance, or be stuck for nine years with one or the other. Urgency of this action was stressed by Ted Streibert, WOR president, and chairman of the NAB Music Copyright Committee at the NAB convention in Los Angeles last May. It now is being echoed at NAB district meetings.

It doesn't take a long radio memory to hark back to 1939 when ASCAP was omnipotent and Broadcast Music Inc. in desperation was spawned as a means of breaking the Tin-Pan-Alley stranglehold. Today BMI is a formidable competitor. ASCAP is whacking up larger dividends than ever. And the broadcaster, per capita, is paying less for his music.

Broadcasters historically have been disposed to rock along until agitated. Most of them regard the music problem as one that's behind them. They are deluding themselves.

True BMI has passed a near miracle. True that Carl Haverlin, BMI's hard-slugging and erudite president, has succeeded in renewing better than 90% of the broadcasters' licenses nearly two years ahead of expiration. It may even be true that ASCAP's dominance is a relic of the dark, discordant past.

But therein lies the danger. A few figures, gleaned from the Los Angeles convention comments of Messrs. Streibert and Haverlin, are revealing. Roughly 35% of all copyrighted music performed by radio is of BMI origin. Yet currently published record popularity polls show two or three out of the 52 top tunes as BMI-published. To our unscientific statistical eye, it is impossible to reconcile such a disparity. There's something fishy in Tin-Pan-Alley.

BMI tunes are recorded by top artists—the best in the business. Their recordings are of highest prevailing quality. Record sales are in the top brackets—an infallible index to popularity. Yet BMI tunes rate 2 or 3 out of 52.

Could it be that the old "payola" racket of other years has hit the big league disc jockey? Could it be that the disc jockey is now the cynosure of the song-plugger's affection?

In other years "payola" was reflected in the slipping of "favors" to band leaders, ranging from clothes to Cadillacs.

BMI, or its publishers, because it is a wholly-owned broadcasting corporation, could never engage in such practices. If they did, broadcasters would be paying far more for their BMI catalogs. The "payola" practice is corrupt. It is one which self-respecting broadcasters would never condone.

If the "payola" racket has invaded the major market disc jockey realm, then broadcasters are losing control of their own operations. For then there would be real basis for the suspicion that so-called "top tunes" are being rigged, and in a manner that would undermine the hitherto steady development of BMI.

The disc jockey reports to station management, usually via the program director. The remedy, it appears to us, lies in setting up management controls so that popularity polls are channeled through program or front office management, and not left to the uncontrolled discretion of the platter-turner, whose status is show business, not business management.

Why Call That Cop?

A NEW test of the role of the FCC in the regulation of radio is upcoming. The call for a full-dress hearing Oct. 25 on the petition of the recently formed National Assn. of Radio Station Representatives provides the vehicle.

NARSR last October petitioned the FCC to invoke its regulations to prevent the networks from representing affiliated stations in non-network time sales. Simultaneously, NARSR petitioned the Department of Justice to intercede under the anti-trust laws.

The fact that the FCC has called the hearing, of course, does not necessarily mean it has assumed jurisdiction. It can (1) decide that it has no jurisdiction; (2) that it is a matter for the Department of Justice under the anti-trust laws; (3) that it has jurisdiction, and will do something about it.

The issue would appear to be whether, in representing affiliated stations, the networks would seek to circumvent the option-time regulations by selling national spot short, and by one device or another, assume greater control over station time than the regulations permit.

Neither the networks nor the station representatives are licensed by the FCC. The so-called network regulations are directed to stations, which are subject to FCC jurisdiction. "No license shall be granted to a station . . .", say the regulations.

NARSR was far from unanimous in asking the FCC to step in. There were those who felt, as we did, that it is incongruous for private industry, in free competitive enterprise, to ask the Government to regulate its business.

There is no quarrel in any quarter, as far as we're aware, on the petitioning of the Dept. of Justice to take a look on grounds of alleged unfair competition. The networks doubtless would like to have the issue settled.

It would be calamitous if the networks moved in wholesale on representation. They have the leverage to do it. In TV, they can get in on the ground floor. Networks aren't eleemosynary institutions; they will seek every economic advantage.

Whether networks have been pushing around their affiliates on renewals, as is alleged, presents another problem. Certainly the networks suffered no disadvantage when the regulations limited contracts to two-years, with a six-month negotiating period. It is obvious that contracts should be for as long a tenure as the license itself—three years. We believe all licenses should run ten years.

Network and spot are naturally competitive. They should remain so.

Radio's business is programs. Regulation of the business end might well mean program regulation. It's program censorship by another route. Incursions into program regulation have been underscored by the succession of oblique rulings surrounding the infamous Blue Book.

Formation of NARSR was long overdue. It can have a salutary effect upon development of non-network business—now totalling $100,000,000 annually. With TV and FM it should greatly surpass that figure. Station owners are not going to place all of their revenue eggs in the network basket if the representatives deliver—and if they can help it.

Station representatives have built their business to such fine estate by hard selling and ingenuity. To ask Uncle Sam to intervene is an about-face in radio's relentless fight against encroachment upon its freedom.

Why call the FCC cop? This is a matter that can be settled by prudent business heads in free, competitive enterprise. If it's unfairly competitive, get the courts to act under the appropriate statutes. Otherwise you're inviting the FCC to establish your rates and limit your competition and your profits.

Our Respects To—

REX BUTLER SCHEPP

THOUGH a few radio executives have arrived at their positions by pulling strings, Rex Schepp is one of the few who admits it. The president and general manager of KPHO Phoenix started pulling strings when he was a Hoosier farm lad—working his way through college by plucking a five-string banjo.

He taught school for two years, starting at the early age of 19, then tucked his banjo under his arm and moved to New York City. The many hours of serious study and research he had spent in the mastery of his instrument immediately put him in the radio business. He broke into the big time on his first attempt, as featured soloist on *The Maxwell Hour*, an NBC musical program directed by Nathaniel Shilkret.

Today, as a radio executive, Mr. Schepp still finds time to retain his mastery of this practically extinct musical instrument. This is evidenced by his "American Banjo Album" now being released by Victor.

Rex Schepp forsook the fiddle at the advanced age of nine and began learning classical music on the banjo. He was so successful he was lured into nine years of show business which took him all over the world as part of a vaudeville team called "Ossman and Schepp."

While in the talent end of radio, the commercial field attracted his attention and he joined the sales department of WENR Chicago in 1930. When WENR was sold to NBC, he moved over to CBS network sales, resigning in 1933 to work in local sales for WBBM Chicago.

He led the sales force of WBBM for seven years, becoming sales manager, but he resigned in 1940 to become general manager of WIRE Indianapolis, where he stayed for seven and a half years. During his tenure at WIRE he helped to organize and served as vice president of the North Jersey Broadcasting Co., which was granted a permit for WPAT Paterson, N. J. In 1942 he sold his interest in WPAT and in 1943 he organized Phoenix Broadcasting Inc.

Notwithstanding his concentration in radio, Mr. Schepp still found time to progress with his beloved music. On Nov. 19, 1944, a most unusual event transpired—a banjo player appeared with the Indianapolis Symphony Orchestra. The soloist was Rex Schepp, playing "The Concerto for Banjo," which his close friend Nathaniel Shilkret had written and dedicated to him.

The performance was such a success that

(Continued on page 54)

More Retail Sales THAN PITTSBURGH

By EWING GALLOWAY, N. Y.

WOAI's big daytime primary area piles up more dollar volume of retail sales annually than the famous steel center of Pittsburgh . . . $936,545,000* to be exact.

Small wonder, too, because WOAI's area is highly essential to the lead which Texas maintains in the national production of many items.

Oil is a good example. According to available statistics, WOAI's primary area produced 132,683,508 barrels of oil in 1946. The first commercial production of oil in Texas was in WOAI's home county, Bexar.

The millions of dollars rolling in from oil every year help to make up the tremendous effective buying income of this section—$1,282,729,000* annually.

Sell WOAI's rich market through WOAI. See your Petry man.

*Sales Management 1948 Survey of Buying Power

By any check you use—it's **WOAI**

WOAI
San Antonio
NBC • 50000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Management

VIRGIL EVANS, manager of KREL Baytown, Tex., has resigned to become manager of KMUS Muskogee, Okla. **E. R. BUSH**, commercial manager of KVLC Little Rock, and former manager of KRIS Corpus Christi, Tex., will replace Mr. Evans as manager of KREL.

JOHN S. MAJOR has been appointed general manager of WREN and WREN-FM Topeka, Kan. He formerly was with Sunflower Ordnance works and previously held executive positions with New York World's Fair, Texas Centennial and Century of Progress Exposition in Chicago.

A. E. (Bill) MICKEL, former general manager of WGBA and WGBA-FM Columbus, Ga., has been appointed station manager of KSET El Paso, Tex.

LEO M. KINMAN has been appointed general manager of WSRK Shelbyville, Ind.

HARRY WATTS, formerly of CKOV Kelowna, has been appointed manager of CKOK Penticton, B. C.

Cites Radio Ad Use

EXAMPLES of the successful use of radio advertising by savings and loan associations were cited by Dr. Kenneth Dameron in an address before the Michigan State Savings and Loan Assn. at Mackinaw Island July 28. Dr. Dameron, is director of the Committee on Consumer Relations in Advertising Inc. and professor of business organization at Ohio State U.

COY TALK

Urges Educators Get Into Radio

FCC CHAIRMAN Wayne Coy invited educators last week to "put American education 25 years ahead of its present timetable" by ceasing to be "stragglers" and becoming leaders in the use of both aural radio and television.

He urged them to take part in the Commission's September hearing on the potentialities of the 475-890 mc band for television and to "present their claims for the reservation of channels for non-commercial educational purposes."

Speaking Thursday night at Indiana U.'s Second Annual Conference on Radio in Education, held at Bloomington, Mr. Coy said:

Every fact of our times cries for the immediate and widespread utilization of this electronic magic for education—the unprecedented enrollments, the shortage of teachers, the shortage of physical facilities, the demand for adult education, the insistent and complex nature of the problems of modern life . . .

Every schoolroom in American should be equipped with its own radio set. It should be freely integrated with classroom work as a major educational tool. As soon as television becomes available in a community, every schoolroom should be quipped with a television screen—the electronic blackboard of the future . . .

The school system without radio must go the way of the Little Red School House . . . We should have state-wide, regional, and nation-wide educational networks . . . Radio, fully and competently used, should put American education 25 years ahead of its present timetable . . .

Education, he said, has "abdicated" its early leadership of radio, and, unless it acts, stands to lose the "second chance" which came through the reservation of 20 FM channels for educational use. The 20 channels, he noted, are enough for at least 800 stations. Yet he pointed out that only 17 such stations are in operation, only 10 others are under construction, and only four applications are pending.

"Radio channels," he said, "are too valuable to be left in idleness." If education should lose out in FM, he added, it would also lose out in facsimile.

He recommended that educational institutions work with commercial broadcasters, but asserted that commercial broadcasting neither can nor should shoulder "the responsibility that education has rejected." He asserted:

Educators should no longer be content with the crumbs of time that fall from the table of commercial broadcasting. They should bestir themselves to get a table of their own . . . The ivory tower must make way for the radio tower.

Chairman Coy praised the WHAS Louisville-U. of Louisville broadcasts presenting "the first college course for credit ever offered by any standard commercial station," and voiced hope that other broadcasters and educators will try to duplicate the project wherever feasible. This, he said, "is radio-educational pioneering of a high order."

He also praised NBC's nationwide college-by-radio project as "a bold approach to the adult education problem," and lauded Indiana U.'s "Indiana School of the Sky" broadcasts.

For schools unable to finance full-power stations, Mr. Coy suggested low-power FM outlets, or the so-called "wired wireless" AM.

Television, he said, is "the most powerful of all forms of broadcasting," but schools that don't get into aural radio "can scarcely be expected to be ready" for this venture.

Chairman Coy said the increasing number of colleges offering radio courses and holding radio conferences "is all to the good," but that "more aggressive action toward establishment of educational stations" is necessary or "many of you will find yourselves hanging your clothes on a hickory stick but never being able to get in the swim."

"The building of a radio station," he said, "rates your No. 1 priority."

Respects

(*Continued from page 52*)

Fabien Sevitsky, conductor of the Indianapolis Symphony Orchestra, asked Mr. Schepp to appear again. This he did, and for his second appearance he premiered his own composition, "The Sand Dance."

"The American Banjo Album" was recorded in New York City with an orchestral accompaniment of 68 symphony musicians, under the direction of Nathaniel Shilkret. The album has five numbers—Mr. Shilkret's "Concerto for Banjo," "Holiday for Strings" by Dave Rose, Mr. Schepp's "Sand Dance" with orchestral arrangement by Mr. Shilkret, "Down South" by Middleton and an unusual arrangement of Stephen Foster's "Old Black Joe."

In playing the banjo, Mr. Schepp does not use a pick, but picks the strings with his fingers with startling effect. He is one of the few players in the world who has mastered this style of playing.

Mr. Schepp has always managed to combine work and play with happy results. There is seldom a dull moment in his life. He likes to meet people and most people like to meet him. A keen student of sales psychology, Mr. Schepp's friendly, disarming sales approach has garnered him many a lucrative radio contract—with renewals.

His creed in running a station is simply that no business is bigger than the man who heads it. You build an organization, says Mr. Schepp, and the organization builds the business.

The KPHO president likes to handle personally all public service programs and finds that with the proper organization he has plenty of time to do it. He is a member of the Masonic Lodge and belongs to the Kiwanis Club. His ten years training under H. Leslie Atlass at CBS has helped him most in learning radio, he feels. His hobby, naturally, is playing the banjo.

Mr. Schepp was born in Bloomfield, Ind., in 1900, and in 1926 married Nathalie Ellinger of Baltimore. Their 20-year-old son, Stuart Scott, is a disc jockey in Indiana.

INS-INP Adds KTSL

INS-INP expanded its spot news and feature photo package service to the West Coast last week when KTSL Los Angeles, Don Lee television station, contracted for the series. KTSL, effective today, August 2, will be served directly by the Los Angeles INP bureau with about 20 to 25 domestic and international photos daily, plus scripts, a five-minute spot news show and daily five-minute documentary photo program.

Surprised?

IT ACTUALLY COSTS LESS MONEY TO BUY FAR MORE LISTENERS IN THIS RICH MARKET WHEN YOU PICK KPRC an NBC affiliate

BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON
IT'S TRUE! KPRC, HOUSTON LEADS STATION "B" BY MORE THAN 2 TO 1 IN THE BEAUMONT-PORT ARTHUR AREA...
YET COSTS LESS
OF COURSE, KPRC LEADS IN HOUSTON...

Your Sales Potential Is High In This Rich Gulf Trading Area

Harris County (Houston's home county) leads Texas in dairy and beef cattle. Adiacent Montgomery County leads in hogs. Adiacent Jefferson County leads in rice. Oil boosts buying power another notch. And shipping caps the fabulous climax: Crews of Houston-docked ships spend 100 million dollars plus in the market, each year.

FIRST in BMB
FIRST in HOOPER
FIRST in the South's First Market

*KPRC has a *tremendous* audience. Yet Standard Rate and Data shows KPRC time costs are *less*. An independent survey reveals the following comparison between KPRC and the second Houston station, here named "B".

HOOPER STATION LISTENING INDEX IN BEAUMONT—PORT ARTHUR

	Station			Station	
	KPRC	"B"		KPRC	"B"
A.M.	11.4	7.4	Eve.	29.8	16.1
P.M.	27.9	7.1	Sun.Aft.	20.2	7.6

NOTE: KPRC reaches 36 Texas counties with an excellent signal.

KPRC HOUSTON
950 Kilocycles
5000 Watts

National Representatives, Edward Petry and Company. Affiliated with NBC & TQN, Jack Harris, General Manager

FYI

See pages 60 and 61

Announcing the Appointment of

GEORGE P. HOLLINGBERY COMPANY

NATIONAL REPRESENTATIVES

BINGHAMTON • ENDICOTT • JOHNSON CITY

AFFILIATE

WINR

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET

Commercial

ROBERT J. LEDER, former account executive for W. Wallace Orr Adv., Booth, Vickery & Schwinn, and George Elliott Adv., all of New York, has been appointed to sales department of WVNJ Newark, 5-kw station to go on the air Sept. 1.

ROBERT F. HYLAND has been appointed assistant sales manager in charge of FM sales for KXOK St. Louis. He will be responsible for FM and Transit Radio sales.

KINGSLEY F. HORTON, assistant manager and director of sales for WEEI Boston, joins sales staff of CBS television in New York today, Aug. 2.

Mr. Horton

RAY BRIGHT, formerly with KLEE Houston, has joined sales staff of KTRH Houston.

INTERMOUNTAIN NETWORK Inc. has issued Rate Card No. 6 which became effective July 1.

CAROLYN HIGGINS, of WIS Columbia, S. C., accounting department, and BOB SMITH, leader of "Radio Pals" hill-billy group, have announced their marriage.

WRVA Richmond, Va., has issued Rate Card No. 9, effective Aug. 1. Class A evening one-hour rate has not been changed but adjustments have been made in some of the other classifications. Discount structure also has been modified.

WILLIAM SAUERSTROM, formerly in charge of Chicago office of Joseph Hershey McGillvra Inc., national representative, has joined sales staff at WPIT Pittsburgh.

ROBERT A. WHITE, former WOR New York account executive, has been appointed sales manager of American Institute of Food Products Inc., New York.

BOB BRIGHT, former commercial manager for WDAR Savannah, Ga., has been appointed to sales department of WVNJ Newark, N. J.

GEORGE P. HOLLINGBERY Co., San Francisco, has moved to new quarters in Russ Bldg., 235 Montgomery St.

WAYNE STEFFNER, CBS Western Division sales manager, is the father of a boy, Dwight.

DAVID M. SACKS, formerly with CBS New York, has joined KROW Oakland, Calif., as account executive.

GARRY BENNETT, former special services officer with Navy in New Orleans, has joined WWL New Orleans sales department. Prior to Navy career, he was a freelancer in radio on West Coast.

Mr. Bennett

LEE FONDREN, KLZ Denver national sales manager, is on extensive three-week selling trip during which time he will visit Chicago, Detroit, Minneapolis, and New York.

ROGER SISSON, salesman at WALE Fall River, Mass., is the father of a girl, Paula Marie.

JEANNE CUMMINGS has joined WHWL Nanticoke, Pa., as head of traffic department.

HAROLD P. KANE, sales executive of WJTN Jamestown, N. Y., has been named director of the 1949 Jamestown Community Chest Campaign.

Fort Worth Set Dealers Hear Plans of WBAP-TV

FROM one room of Fort Worth's Hotel Texas to another the first telecast of WBAP-TV Fort Worth was presented for a group of television set dealers July 20 as the station prepared to begin regular telecasting about Sept. 15.

A mobile unit of WBAP-TV fed into the room, where the dealers were assembled, a show featuring the Flying X Ranch Boys. Sales plans were presented by Henry G. Baker, general sales manager of RCA-Victor; Jack M. Williams, advertising and sales promotion manager, and Dan Halpin, television sales manager.

Harold V. Hough, vice president in charge of radio for Carter Publications, WBAP licensee, told the dealers' group that "we are building this station believing in television just as we believed in radio long ago." The station will operate from a new radio building now nearing completion, he said.

ABC Video Coverage

ABC's alterations on its new television studio site, preparatory to equipping its huge Television Center, were begun last week, the network's engineering department has announced. When interior and exterior conversion involving demolition of partitions and obstructions is completed, ABC will have a studio measuring 100 by 200 ft. Next step will be to soundproof all walls and install power for lighting and equipment. WJZ-TV, key ABC New York TV outlet, will go on the air Aug. 10.

WXKW ALBANY OPENS FULLTIME OPERATION

WXKW Albany, N. Y., started operation last week with 10 kw fulltime on 850 kc. Station is licensed to Champlain Valley Broadcasting Corp. and will become an ABC affiliate on August 9.

President of Champlain is Stephen R. Rintoul, associated with the radio department of The Katz Agency, New York, and former vice president of the World Broadcasting System. Harold H. Meyer, former manager of KYA San Francisco and for six years president of the Connecticut State Network, is general manager of the station. Other officials include Carlos A. Franco of Young & Rubicam and Trell W. Yocum, Brooke, Smith, French and Dorrance, vice presidents.

Studios are in the First Trust Building, Albany, and the six-tower array and transmitter are located at Selkirk, N. Y.

Champlain also operates WRWR-FM Albany.

WCOP Boston is acting as host to the second annual Workshop on Radio Education, sponsored by Boston U. in cooperation with the New England Committee on Radio in Education.

Cigarette Company Sales at New High

Philip Morris, Major Radio User, Has $50 Million 3-Month Total

THE SALES of Philip Morris & Co., major radio user, reached an all-time high of $50,689,000 for the quarter ending June 30, 1948, Alfred E. Lyon, Philip Morris president, reported last week.

In comparison with the 1947 same quarter sales total of $42,857,000, the 1948 record sales represent an increase in domestic sales alone of $7,773,000, or approximately 19%.

Mr. Lyon pointed out that in the first quarter ending March 31, 1948, sales totaled $41,224,000, representing a gain of $3,727,000 over the 1947 same quarter total of $37,497,000, or approximately 10%.

Radio has been allotted a major section of the Philip Morris advertising budget. The cigarette company is sponsoring three nighttime programs, Phil Baker show on CBS, Mel Torme show on NBC and Horace Heidt program on NBC, and two daytime programs on MBS, *Queen for a Day* and *Heart's Desire*. Biow Co., New York, handles the first three shows and Cecil & Presbrey the last two. In addition, Biow Co. has placed a spot campaign in television for the cigarette firm.

Matthews Named WLBB Carrollton, Ga., Manager

JAMES M. MATTHEWS, production director of WLBB Carrollton, Ga., during a recent reorganization of station personnel, was appointed station manager to replace James C. Vocalis, who has taken leave of absence to enter business in Atlanta.

Mr. Matthews and Rayfield Relihan, assistant engineer of WLBB, recently acquired interest in Carroll Broadcasting Co., Inc., owners and operators of WLBB. Other current stockholders are Robert D. Tisinger, Roy Richards, Ebb Duncan and Chessley F. Hooper.

Mr. Vocalis, general manager of the organization for approximately one year, joined the station as program director when it took the air in January 1947. Mr. Matthews came to the station in September 1947 from WMAZ Macon, Ga., where he served for three years. Mr. Relihan has served several months in his present capacity. Commercial manager of the station, effective yesterday (August 1) is Daniel L. Benson of Atlanta, who has in recent years been associated with the Washington office of the Southern Railway and the Atlanta office of the National Cash Register Co. James C. Dunaway, with the station since 1947, has been named program director. Hiram C. Bray, with the announcing and special events department for about one year, plans to leave the station Sept. 1 to enter the U. of Georgia.

WCPO HAS MORE

listeners than any other station in the CINCINNATI area!

HERE'S THE PROOF FOR THIS RICH MARKET!

June 1948 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
TOTAL RATED TIME PERIODS	29.0	11.6	18.5	26.1	12.2
Sunday Afternoon 12:00 n. - 6:00 p. m.	61.0	5.3	9.9	13.4	8.9
Saturday Daytime 8:00 a.m.-6:00 p.m.	48.0	6.0	17.0	13.0	15.0
Evening Sunday thru Saturday 6:00 p. m. - 10:30 p. m.	26.0	12.0	19.5	28.1	10.4
Weekday Afternoons Monday thru Friday 12:00 n. - 6:00 p. m.	24.0	11.0	19.7	30.6	13.2
Weekday Mornings Mon.-Fri. - 8 a.m.-12 n.	19.9	17.8	19.1	26.1	15.2

from **C. E. HOOPER** *LOOK!*

Represented by THE BRANHAM CO.

WCPO

CINCINNATI'S NEWS STATION

Affiliated with the CINCINNATI POST

Production

MONTE FASSNACHT, former technical director of Chicago Civic Opera Co., has joined WENR-TV Chicago, as television production director. **JACK GIBNEY** has been appointed executive producer and **GREGG GARRISON,** formerly with WFIL-TV Philadelphia, has joined WENR-TV as staff director.

PIERRE HATHAWAY, traffic manager of WTAR Norfolk, Va., has been named assistant program manager, succeeding **JOEL CARLSON,** named program manager. **MRS. BETTY B. REINECKE,** formerly with Young & Rubicam, New York, has joined WTAR as traffic manager.

RUTH HABER has joined WHWL Nanticoke, Pa., as continuity editor.

JERRY DeHAAN has been named program director of WSRK Shelbyville, Ind.

SIG SWAIN, new to radio, has joined WWGP Sanford, N. C., as announcer.

FREDERICK W. SCHWEIKHER, producer-director at WRC Washington, resigns Aug. 15 to become program manager of KIHO Sioux Falls, S. D. He joined N B C in 1936 at W M A Q Chicago, transferring to WRC in 1941. He started in radio as featured singer on KOA Denver.

Mr. Schweikher

RUTH DALY NEUHAUS, director of women's activities for KFAB Omaha, is the subject of article in recent issue of "Christian Science Monitor." Article is one of series on interesting women in radio.

FRANK D'ARMOND, pianist, arranger and composer formerly with WGY Schenectady, has joined WPTR Albany, as musical director.

DOUG MITCHELL, formerly with KOH Reno, Nev., and **CHARLES WARREN,** previously with WQQW Washington, have joined announcing staff of WOL Washington.

BETTY FELLERS, formerly with WKIX Columbia, S. C., has joined continuity staff of WIS Columbia, to fill in during summer vacations. **ART HAYNES** has joined WIS announcing staff.

J. EDGAR KIRK, continuity supervisor and director of news at WPTF Raleigh, has been promoted to assistant program manager. He continues as director of news. **MARSHALL WILLS,** news editor, has been appointed continuity supervisor.

JOHN BEATTIE Jr., formerly with WCAE Pittsburgh, has joined announcing staff at WPIT Pittsburgh.

FLETCHER MARKLE, producer of "Studio One" on CBS since its premiere on April 29, 1947, will become director of "Ford Theatre" series when that program starts on CBS Oct. 8 Fri., 9-10 p.m. Kenyon & Eckhardt, New York, is agency.

DR. GERHARD SCHACHTER, internationally known author, lecturer and foreign correspondent, will be heard on WJJD Chicago Sun., 12:30 p.m. for rest of year. Turner Bros. Clothing Co., Chicago, is sponsor.

EILEEN O'CONNELL, former disc jockey, has joined production staff of "County Fair" program on CBS for Borden Co. Kenyon & Eckhardt, New York, is agency.

WALTER EHRGOTT, former manager of NBC program booking, has been appointed associate director in operations division of program department.

GILBERT WALL, formerly of Radio Programme Producers, Montreal, has joined CKAC Montreal, as program supervisor and in charge of agency relations.

PAUL AFFELDER, former director of children's and educational records at Columbia Records Inc., has been appointed music annotator for CBS. He replaces **BEN HYAMS,** who resigned from CBS three weeks ago following year's leave of absence. **DAVID RANDOLPH** has been music script writer during past year.

CURTIS ROOSEVELT BOETTIGER, grandson of late President Roosevelt, has joined ABC "Bride & Groom" office as assistant producer.

CHARLES A. NOBLES, formerly with Armed Forces Radio Service, has joined announcing staff of WWDC Washington.

JULIE BENELL, director of "Listen Ladies" program over KOMA Oklahoma City, has resigned to join her husband in Dallas.

BILL PELHAM, formerly with KTBC Austin, Tex., and graduate of radio at U. of Texas, has joined announcing staff of WRR Dallas.

MONTE A. KLEBAN, program-production manager of WOAI San Antonio, and **CHARLES JEFFERS,** chief engineer, arrive in New York this week where they will spend three weeks working on television at NBC, in preparation for bringing video to San Antonio.

CARL CASPERSON, announcer at WGAC Augusta, Ga., has resigned. He was formerly with WATW Ashland, Wis., and manager of WIKB Iron Mountain, Mich. Immediate plans not announced.

JAMES VANDIVEER, formerly television field director of KFI-TV Los Angeles, has resigned to join KECA - TV Hollywood, in similar capacity. He will be concerned with news and special events. He first entered radio in 1936 as newscaster with Don Lee Broadcasting System, progressing to publicity director later that year. In 1937 he joined KECA-KFI as director of news and special events, remaining such until 1943 when he entered Navy. In 1946 he rejoined KFI as public service director and joined station's television operations three months ago.

Mr. Vandiveer

J. DONALD WILSON, ABC Western Division program director, is in New York to attend opening of WJZ-TV Aug. 10. He will assist in preparations for the opening show and as observer, in readiness for bow of KECA-TV Hollywood on Nov. 1.

BILL JOYCE, Chicago radio veteran, has joined WLS Chicago production staff.

GENE LESTER, film producer, has been signed to produce film commercials for televising of Los Angeles Rams (professional football team) games on KFI-TV Los Angeles, starting Aug. 25. Union Oil sponsors telecasts.

FORREST OWEN, producer of CBS "Lum 'n' Abner" series, is the father of a girl, Drusilla.

BETTY WELLS, commentator on KRNT Des Moines, has received national D.A.V. award in recognition of her "many charitable acts" in behalf of Disabled American Veterans and assistance to veterans and veterans' programs in general.

JIM HAWTHORNE, disc m.c. heard on Los Angeles area independent stations for past few years, starts ABC record show in West Aug. 9 in five weekly half-hour format heard in Mountain and Pacific time zones. In addition, live program with Ike Carpenter's orchestra backing Mr. Hawthorne is being auditioned as possible transcontinental program, according to **DON SEARLE,** ABC Western vice president.

NANCY LOWE, formerly on Arthur W. Stowe Adv. production staff, has resigned to produce KGIL San Fernando, Calif., "Valley Frolics," which she conducts.

ADA BRAY, continuity chief of WLAW and WLAW-FM Lawrence, Mass., is in Lawrence General Hospital where she underwent an appendectomy.

MR. and MRS. BUDD HULICK are heard over WJJL Niagara Falls, N. Y., in new daily show titled "Mr. and Mrs. Budd's Melody Market," which started today, Aug. 2. Mr. Hulick formerly was half of famous comedy team, Stoopnagle and Budd.

WALTER JAMOND, announcer of KROW Oakland, Calif., and Barbara Merner have announced their marriage.

JILL JACKSON, sports and Hollywood comentator of WWL New Orleans, is now in Hollywood gathering material for her show, "Jill's Hollywood," sponsored by New Orleans Public Service.

KITTY McKEHAN and **JOHNNY BARNETT,** both artists appearing nightly on "Uncle Martin's Square Dance" program over WBAY Coral Gables, Fla., have announced their marriage. Following marriage ceremony, parade formed in front of church and preceeded to WBAY where crowd gathered for reception and square dance with merchants of area showering couple with gifts.

Just Part of the Job

TWO STAFFERS at CKNW New Westminster, B. C., are ready to give up radio for a more peaceful and less dangerous job. Bill Collings, chief engineer, and Don Winchester, wrestling announcer, became a little too entangled with their job during regular one-hour weekly fight broadcast recently. One wrestler, while sailing gracefully through the air, became tangled with Announcer Winchester, making the broadcast very incoherent. From this point on it became apparent wrestlers were using the announcing table for a ring, the remote equipment for weapons and Messrs. Collins and Winchester for pillows, resulting in two near-dead radio men and no broadcast for four minutes. Shortly after broadcast was resumed wrestlers again tangled on broadcast table with even more force. Final result: One badly mauled engineer, black - eyed announcer, badly fractured table and huge pile of used radio parts for sale cheap.

JAMES SULLIVAN, program director of CHVC Niagara Falls, Ont., is the father of a boy, Larry James.

COMER HEINE, assistant director of CBS "Meet The Missus" program, and **RUTH BANGE,** CBS Hollywood accounting clerk, have announced their marriage.

ANNE HERSHEY, star of NBC "Music From the Heart of America," and Charles H. Ockert have announced plans for a fall wedding.

ABC'S STOCK OFFERING IS IN TRADING STAGE

ABC stock, 500,000 shares of which were placed and sold publicly on the market May 17, moved to the trading stage on the New York Stock Exchange last Monday for the first time.

In a turnover of 1,700 of 1,689,017 shares of $1 par value common stock, price reached a close of 8⅝ after opening at 8⅞ and reaching a high of 9. Final quotations in the over-counter market July 23 showed 9¼ offered and 8½ bid.

ABC, which hailed the listing as a "major milestone" in the progress of the network, originally offered public voting stock of 500,000 shares, which was quickly absorbed. Proceeds of the initial issue, coupled with a $5,000,000 long-term loan negotiated with Prudential Life Insurance Co. of America, paved the way for the expansion in both television and FM which ABC is preparing to launch on a large scale.

SAN MARINO, world's smallest republic, has inaugurated 1-kw station for its 15,000 inhabitants. Programs will consist mainly of advertisements and orders to the country's 12 soldiers and 20 policemen.

KPAB USA MEXICO PULLING POWER

SERVING 2 NATIONS

● Like a magnet, KPAB draws the listeners. And there are a lot of listeners on both sides of the border in this great market. Over 100,000 potential buyers of your product. What an opportunity to air your sales message!

Remember, you can't talk to Laredo unless you do it over KPAB.

Laredo's ONLY Radio Station

KPAB

MUTUAL and TSN

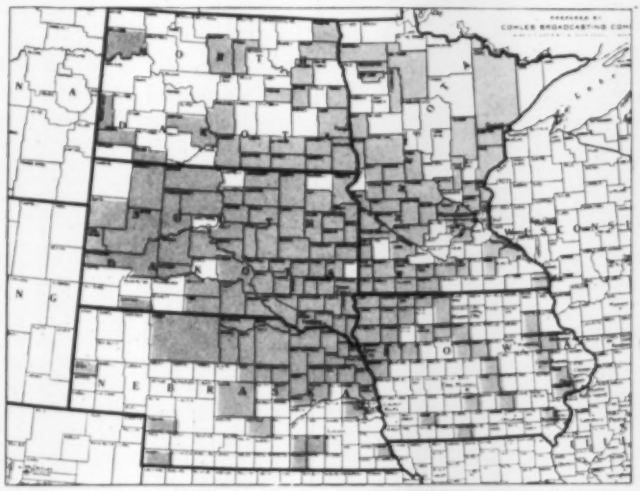
LAREDO, TEXAS

Represented Nationally by JOHN E. PEARSON COMPANY

BIG AGGIE'S GETTIN' *a* FACIAL!

1,044 FARMS ENTERED IN WNAX 3-YEAR FARMSTEAD IMPROVEMENT PROGRAM

There's a gigantic face-lifting going on in Big Aggie Land. Farm families—*1,044 strong*—representing 203 counties in South Dakota, North Dakota, Iowa, Minnesota and Nebraska are busy revamping their homes, yards and buildings.



Shaded counties have entries in the WNAX Farmstead Improvement Program.

For the past ten years very little has been done to improve the farmstead, as distinguished from cropland improvement. While farmers have concentrated on producing more food, many farm homes have been neglected.

Now with materials, household furnishings, equipment and labor coming into greater supply, farm families can make long range plans for improving their homes.

WNAX, in cooperation with the five State Agricultural Extension Services in Big Aggie Land, has provided the incentive for Farmstead Improvement to start NOW.

Approximately $15,000 in merchandise will be awarded *each year* for three years to county and state winners judged to have made the greatest improvement in their farmsteads. No wonder Big Aggie is looking prettier every day!

It is only natural that WNAX conduct the greatest farmstead improvement program in the history of a radio station. WNAX has *always* been the leader in serving the needs of farm folks in the rich Middle West. Midwest Farmer Day, agricultural school scholarships, awards to 4-H Club members, day in day out farm service—these things have helped make WNAX the dominating station in a major market.

Represented by the Katz Agency.

FOR THE WHOLE FAMILY

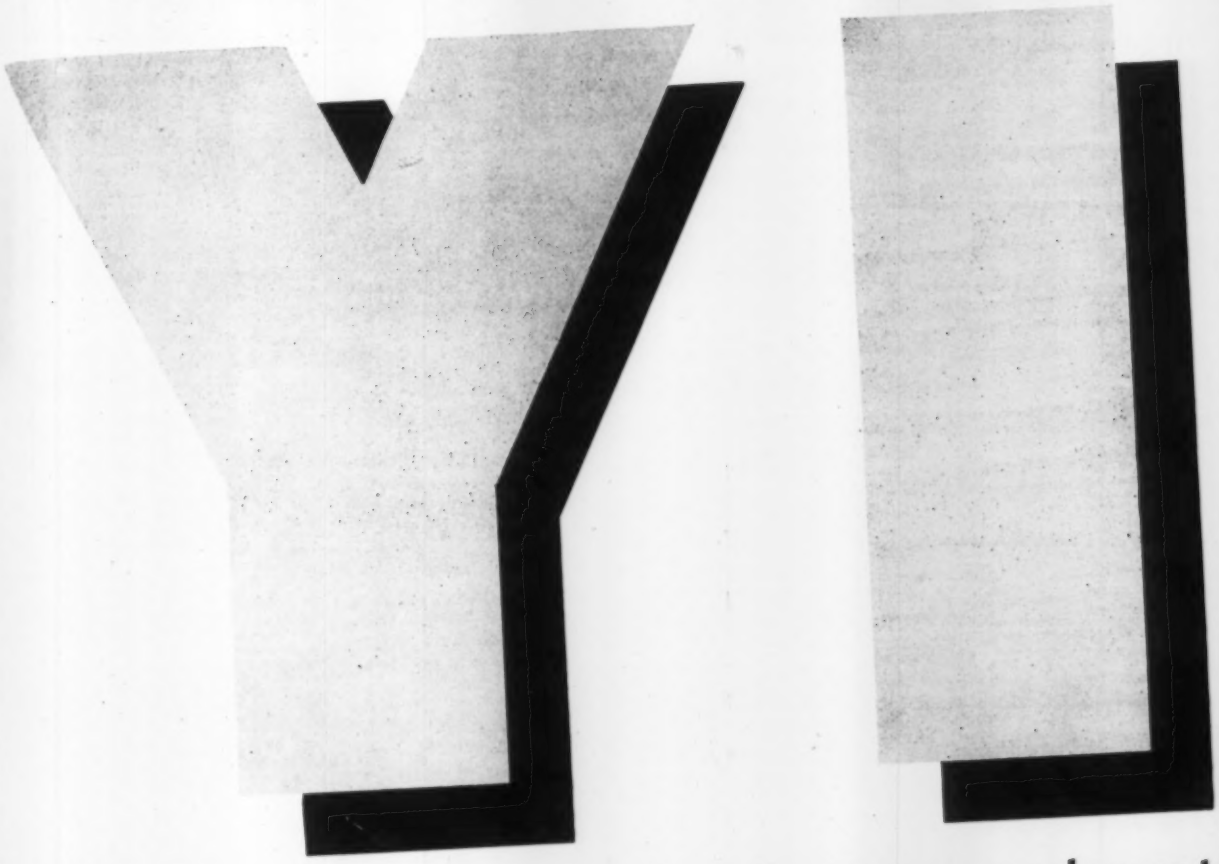
Sponsors will grab for the family appeal of this fresh, vital new program. Three 15-minute programs a week. Both ends open and a middle commercial. Released the first week in September.

FYI

FOR YOUR INFORMATION

TRANSCRIBED 3 TIMES A WEEK

A news feature page comes to life on the air!



A new fast-moving production that has every element of good radio . . .

FYI features a galaxy of renowned columnists who appear regularly in more than 700 daily newspapers. Peter Edson, prize-winning Washington columnist . . . Burton Heath, Pulitzer prize-winner . . . Erskine Johnson, top Hollywood reporter . . . Alicia Hart, well-known women's expert . . . and Harry Grayson, ace sports writer . . . head the list. Three or four of these noted personalities are featured on each program.

FYI is produced in collaboration with the editors of NEA, the world's greatest news feature service, and also includes reports from members of NEA's famed foreign service.

Wire for Audition

Ed Hart & Associates, Inc.

1737 H Street N. W. Washington 6, D. C. REpublic 4312

Producers of Admiral Zacharias' "World Intelligence Report," and Ed Hart's "Is Congress Doing Its Job?"

Allied Arts

VERTICAL T. SEAMAN, former chief engineer at WSAM Saginaw, Mich., and veteran showman and newsreel cameraman, has established production unit in Clearwater, Fla., to produce films known as "Actionettes" for video. First series has been completed, with second series under production.

TWIN CITY TELEVISION LAB., Minneapolis, has announced following additions to its training staff: **VICTOR M. CAVANESS,** formerly with W2XJT, experimental TV station in New York; **FRED H. KAUFMAN,** formerly with WABD New York as studio manager; **WILLIAM B. NEWGORD,** previously instructor in speech and radio at U. of Minnesota and director of American U. theatre at Washington, D. C., and **ALICE MURRAY,** former producer of radio shows for Army while captain in WAC.

HALL & McCREARY Co., Chicago, has sent copy of its "Finding List of Songs and Choruses" to each holder of SESAC license. Hall & McCreary is affiliate of SESAC.

KAY STEWARD, formerly with Botsford, Constantine & Gardner, Portland, Ore., has joined Consumer Facts, San Francisco.

ALLAN H. GILLIS has been signed as writer by Larry Finley Productions, Hollywood, to work on "My Own Kind" and "Clouds of Romance" series.

SERIES of two transcribed religious programs are now available to broadcasters on chain-letter basis. **REV. FRANCIS X. SALLAWAY,** archdiocesan director of radio activities of Boston and president of Catholic Broadcasters Assn. said last week. Series will be mailed broadcasters on request following their assurance that disc will be retranscribed upon playing, after which original is to be returned and new discs are to be mailed specified stations. Additional information may be obtained from Rev. Sallaway, 571 Boston St., W. Lynn, Mass.

RALPH S. McFEELY, former "Columbus Journal" city editor and for 16 years on national advertising staff of that paper, has been named midwestern representative for George Logan Price Inc., Los Angeles radio productions firm. His headquarters are at 79 E. State St., Columbus, Ohio.

ISABEL DAWN, writer, has joined Finley Enterprises, Hollywood, as staff writer. She will do "Taylored Lady" series being produced on film for television.

Equipment

J. P. McCARTHY, with Graybar Electric Co., New York, for 23 years, has been appointed manager of Newark, N. J., branch. **HARRY COBAUGH,** also 23-year Graybar veteran, has been named sales promotion manager for Eastern district.

ROBERT BLODGET, manager of product design, Accessory Div., Philco Corp., has been appointed television product manager. He has been with Philco since 1936. **JAMES M. SKINNER Jr.,** general manager of Accessory Div., Philco Corp., has been appointed vice president in charge of Service Parts Div. to direct nationwide Philco service organization and supervise all parts sales.

NEW LINE of Brunswick television receivers includes a number of innovations in cabinet design aimed at making sets attractive pieces of furniture as well as useful viewing instruments.

GROWING PAINS

DULUTH, MINN.—"It's time to trade in my nogo-bike for some vitamin pills," cries Otto Mattick. "Everything in Duluth is growing but me!"

No wonder Otto is worried . . . Duluth's growing speed is terrific. The population has leaped 20% in the last two years and retail sales have increased nearly 84% in the same period. A quick look at the Fall-Winter Hooper and you'll see that KDAL's dominance of Duluth's listening audience is growing even faster.

Contact Avery-Knodel and learn why, when you buy KDAL, your sales will grow too!

TV QUESTIONS

Letter on 475-890 mc Band Is Circulated

FCC'S CONCEPTION of the most critical questions to be answered about television's upstairs band—the 475-890 mc area—was revealed last week in a letter circulated by the newly formed Joint Technical Advisory Committee.

JTAC, seeking information to aid the Commission in its hearing starting Sept. 20 on the practicability of early commercial use of the 475-890 mc band [BROADCASTING, May 10], presented a list of questions prepared by the FCC staff and asked that data relating to any of them be sent to JTAC officials.

The September hearing is generally foreseen as one of the most vital the Commission has held in the field of television. This view derives chiefly from (1) the speed with which TV's present 12-channel spectrum is being filled, and (2) the spreading fear that the first five of these 12 channels may be early victims of special and safety services' demands for additional spectrum space.

JTAC, successor to the Radio Technical Planning Board, was set up by Radio Mfrs. Assn. and Institute of Radio Engineers a few weeks ago to advise FCC and other federal and industry agencies on radio questions relating to allocations and standards [BROADCASTING, July 12].

The advisory group's letter, signed by Vice Chairman Donald G. Fink, said members of the Commission staff prepared the 475-890 mc questions at the request of JTAC. "Any information related to these questions should be communicated directly to the secretary of the Joint Technical Advisory Committee, Mr. L. G. Cumming, Institute of Radio Engineers, 1 E. 79th St., New York 21, New York," according to Mr. Fink.

The Questions

The questions were listed as follows:

1. What is the present state of development of equipment in the band 470-890 mc, in regard to (a) transmitters, tubes, and components; (b) receivers and components; (c) antennas, transmission lines and related equipment for transmission and reception?

2. How much experimental work has been undertaken in television systems in this band, with respect to field operation (transmitter hours operated, number and distribution of receivers, and propagation tests) and laboratory work (development of receivers, transmitters and tubes)?

3. What consideration has been given to the costs of television systems for this band, particularly to the reduction of receiver costs, and the transfer of cost burdens to the transmitter?

4. What areas of service might be expected in this band, based on the following assumptions: (a) a particular system, using one of the following typical bandwidths: 6 mc, 13 mc, 20 mc; (b) radiated power, available now and expected to be available, say, 10 years in the future; (c) receiver sensitivity; (d) at each of the following typical frequencies: 475 mc, 600 mc, and 890 mc?

5. What co-channel and adjacent-channel separations would be appropriate under the assumptions made in Item 4, above?

6. How many channels would be available in the band 475-890 mc on the assumptions of Item 4, above, and how might they be allocated among the 140 metropolitan districts of the U. S.?

Fly on ABC Series

JAMES LAWRENCE FLY, former FCC chairman, will act as trial lawyer on the ABC court series, *On Trial*, replacing Paul Porter, former OPA administrator and FCC chairman. Mr. Fly, who took over the assignment on the July 28 broadcast, 10:30 p.m., will be opposing counsel to John Harlan Amen, New York attorney and associate trial counsel for the U. S. at the Nuremberg trials, during a special 16-week series. Mr. Fly and Mr. Amen will examine platforms of major political parties.

WRC Washington Passes Twenty-five Year Mark

WRC Washington observed its 25th year of broadcasting service yesterday (August 1). The NBC owned and operated station was opened in 1923 with one studio and a staff of eight people, including the porter. Now NBC's Washington office has a staff of 173 people connected with the network's Washington operations at WRC, WRC-FM and the network's Washington television station WNBW.

The station has been credited with many "firsts." In its first month of operation it broadcast the memorial rites for President Harding, and in December of that year carried one of the first political speeches, a broadcast by Sen. Magnus Johnson. Early participation in network broadcasting was started at WRC when, in 1924, it was linked by leased wire to WJZ New York for Willis-Firpo fight.

Included in the NBC Washington staff under Vice President Frank M. Russell are 10 staffers who have been with NBC for more than 20 years.

Turntable

CHARLES STARK PRODUCTIONS, New York, has released 30-minute transcribed series featuring classical disc jockey, **JACQUES BRAY.** Starting date for series, designed for three-a-week schedule, has been set for Sept. 6.

FREDERIC W. ZIV Co., Cincinnati, has announced that contracts for its "Wayne King Show," 30-minute package, have been signed by Robert H. Duff Interior Decorating Co. on KVAI Amarillo, Tex.; Keller Jewelry Co., on WGHF Pueblo, Col.; WBCK Battle Creek, Mich.; Chippewa Valley Cosmetologists Assn. on WRFW Eau Claire, Wis.; Nevada Laundry and Linen Service, on KENO Las Vegas, Nev.; and Montana Dakota Utilities Co. on KAVR Havre, Mont.

RADIO ADVERTISING

A Man With a Plan

By C. H. SANDAGE
Professor of Advertising
U. of Illinois

MANY ATTEMPTS have been made to test the effectiveness of radio as a medium for department stores. Some of these tests have been poorly planned and executed. Others have been developed on a scientific basis.

Analysis of retailer experience with radio clearly indicated that success or failure was dependent almost wholly on *how radio was used* and not on the medium as such. When properly used, radio has demonstrated its ability to do an outstanding job for department stores.

Let us then accept that conclusion and devote our attention to an analysis of factors that seem to be important in the effective use of radio . . .

Establish an Objective

First, establish a clear objective. Do you wish to use radio to promote your store, its service facilities, quality of merchandise carried, location, age, reputation, credit policy, and other institutional factors? Do you prefer to use radio to sell specific items of merchandise? Do you wish to promote a particular department? Do you prefer a combination of those objectives? In any event, organize your thinking to the extent of putting down in black and white the specific goal you wish to reach through your use of radio.

If your objective is that of selling, *via* radio, specific merchandise, it is important that you select with extreme care those items you plan to advertise. Select items that are in high demand —items that have real ability to satisfy your customers' needs and wants.

If you plan to employ radio as part of your overall advertising program, you will find it highly desirable to delegate to some member of your staff the responsibility for developing your radio plans and following through to final action. That staff member should be in the advertising department and work closely with the advertising manager. Do not make the mistake of choosing someone who is married to newspaper advertising and who thinks there is no other effective sales medium. You need to employ techniques in the use of radio that are different from newspaper methods. The two can supplement each other most effectively, but they cannot be cut from the same pattern.

You may find it advisable to charge your radio expenditures to a general advertising fund during the first months of operation rather than to allocate such expenditures to individual departments.

Not Less Than 15% for Radio

Analysis of the experiences of a great many stores has produced strong evidence that you should plan on spending not less than 15% of your total publicity budget on radio if you are to secure highly successful results. Do not dabble in radio—either plan to make it an essential part of your complete advertising structure or do not use it at all.

Do not expect radio to move people to action over night. You will probably find it advisable to plan your initial use of radio to cover a period of at least 12 months. A short 13-week venture in radio is to be discouraged.

The most profitable time of day for your broadcasts will depend on the type of audience you wish to reach. The only period before 6 p.m. when an appreciable number of men listen is during the noon hour and even then male listening is not significant except in rural areas and small communities. On the other hand, women listen all day long, the number increasing only moderately during the evening hours. Your potential audience of women is, therefore, favorable daytime after 7 a.m. In light of this fact, and since most radio stations have a much lower price on time used before 6 p.m., you should probably plan many of your broadcasts for daytime rendition.

Let programs constitute the major framework of your radio advertising. Reserve your use of spot announcements for informing customers of special sales, new arrivals of merchandise, what programs you sponsor, when they are broadcast, and other things that are newsworthy . . .

Mr. SANDAGE

AT THE REQUEST of the Mutual Broadcasting System, Prof. Sandage, a leading authority on retail advertising, has prepared a special study of retailers in radio. The results of this study are excerpted here, for the benefit of both stations and department stores. Prof. Sandage is the author of "Advertising Theory and Practice," "Radio Advertising for Retailers," and many articles.

You know what kind of people patronize your store. Try to find out their preferences in radio entertainment and information. Build or select programs that harmonize with those preferences.

You will probably want to develop a number of programs, each one designed to appeal to a particular segment of your total list of actual and potential customers. If you select programs that meet the desires of particular groups, you need not be afraid of "popular" programs broadcast over other stations at the time of your own broadcast.

Special Community Events

Special community events may provide excellent material for sponsorship. Musical programs built from record albums maintained by your local station can be effective. There are also national programs (cooperative programs) available for local sponsorship in your community which may fit your needs. However, do not choose something to fill a 15 or 30 minute period, but rather something which will have strong appeal to people you wish to reach.

You do not ordinarily spend money to advertise your advertising. Spending money to promote your radio program is different. A radio program is not direct advertising, but rather a vehicle for carrying your advertising message.

In building an audience all your time-tested advertising tools can be employed—newspapers, car cards, direct mail, store posters, outdoor posters, and radio spot announcements made at various times of the broadcast day. During the first several weeks of a new program liberal use of spot announcements to explain the type of program and time of broadcast should be profitable.

In cases where an appreciable number of your customers have charge accounts, inserts with your regualr monthly mailings would be helpful. Circularizing your customers with short questionnaires about your programs would be helpful. . . .

Keep your advertising copy in harmony with the character of your store. Radio can make it possible for you to bring to your institution the fine personal qualities which characterized retailing when the proprietor knew his customers personally and greeted them warmly as they entered the store.

Keep the consumer viewpoint always in the foreground. Inject the *you* element in all copy. Such procedure will bring increased listening, just as in conversation with another greater attention and interest is secured if you talk of *him* and *his* interests rather than of your own. Contrast the following: "We have a complete line of furniture with inner-spring construction and reasonably priced." "You can now obtain from our furniture department that soft, comfortable, lounging chair you have wanted for your living room. You will enjoy the fine inner-spring construction and reasonable price."

Specific Copy Better

There is much evidence to support the statement that specific copy will usually produce greater believability and *sales* than copy of a generalized character. Say "Are you one of the 3,276 persons who shopped at our store last month?" rather than "Thousands of people are regular customers of ours."

Remember that radio permits you to call on prospective customers "in person." In your personal calls on customers, you would hardly sing the merits of your merchandise—neither would you exaggerate or mislead. Instead, you would probably discuss the interests and needs of your hosts and how you might help them satisfy their desires. Write your commercials in the same vein.

It is important that you not try to crowd your radio time with men-

(*Continued on page 64*)

Plug for Disc M.C.

DICK MABRY, disc jockey at WIBG Philadelphia, has a fan who is a fan. The fan's name is Rube Cummings and in a recent letter to Mr. Mabry advised him that the platter spinner was going to get a plug in *Downbeat*. Sure enough, in the July 14 issue of the magazine, appeared a paid ad, in which the fan went all out for his beloved jockey—except that the name was misspelt—"Mavery" instead of "Mabry." Said the ad:

RUBE CUMMINGS
HAS SWITCHED

to Dick Mavery's "Man and His Music" program on Station WIBG in Philly (3:05 p.m. when there is no ball game). If you want to hear a good assortment of popular music with no string band or Lombardo records, catch this d.j. show. The meekest stuff Dick plays is a Mills Bros. or a slow Barnet. That's Dick Mavery's "Man and His Music," station WIBG, Philly, 3:05 p.m. when there is no ball game. (I do not know Mavery personally, nor am I an employe or relative of an employe of WIBG. I am just crazy about the show, believe it or not.)

Sandage

(*Continued from page 63*)

tion of a large number of items. Of course, all retail advertising, regardless of the medium used, is primarily a sampling process. Those who liked your sample will be influenced to try other merchandise not included in the sample. . . .

The person who announces your messages is important. In many respects he is the voice of *your* store. It might be helpful to make a scientific check of your customers' reaction to the announcers on your programs. Investigate such items as quality of tone, inflection, correct pronunciation of all words, sincerity of his expression, and ability to impress listeners of his own conviction concerning the merits of items he advertises.

Integrate Use of Radio

Do not depend on radio alone to promote your store and wares. Instead, integrate your use of radio with your entire plan of promotion. Retailers who have used more than one medium report that each supports and adds value to the other.

You can use your radio to call attention to newspaper advertisements and your newspaper space to list the character of your radio programs and the times of broadcast. Displays in your windows and in the store can support both newspaper and radio advertising. Store personnel should always be informed of the items included in your radio advertising.

The degree to which results meet expectations cannot be determined from casual observation or a simple check of sales records. So many variables enter the sales picture that extreme care must be exercised in any attempts to measure the true force of any one element in the promotion plan or of the plan as a unit. If competent research talent is available on a professional basis, it is perhaps best that such talent be employed to do such research. Failing that, consultation with some research expert may provide effective guidance for persons already on your staff. . . .

Checking actual sales results affords the most effective measure of your radio advertising. If such advertising shows little or no sales results, the cause may not be the medium, but the manner in which it is used.

The character of your radio audience can be measured with a high degree of accuracy. However, if your store appeals to a particular type of person, do not depend on radio program ratings based entirely on the number of listeners. Insist on qualitative rather than quantitative measure of your audience. Here, again, you may find it advisable to employ an outside agency to make these tests.

Assistance in Planning

You should not expect radio stations to carry the full burden of planning and executing your radio advertising any more than you would expect the same from any other advertising medium. On the other hand, you should avail yourself of the experience of station personnel and work closely with them. Station personnel are often in a better position than your own staff to evaluate the phrasing of commercials and working them into the program.

You should not, of course, expect your radio station to provide all such helps free any more than you would expect a newspaper to provide free art work and engraving service. Find out in advance what services are included with your purchase of time and which elements are subject to additional charges. In all cases, buy time and services in terms of probable results rather than original dollar cost.

PRELIMINARY planning meeting for the annual "Voice of Democracy" contest sponsored by NAB and U. S. Junior Chamber of Commerce was held last week at NAB headquarters in Washington. Those in attendance, seated l to r: Frank Fister, executive vice president, Jaycees; Joseph Saunders, vice president, Alexandria (Va.) Jaycees; Paul D. Bagwell, president, Jaycees, and chairman, Dept. of Written and Spoken English, Michigan State College; Dr. Kenny Smith, chief, Information and Publications, U. S. Office of Education; James Secrest, RMA; James Dawson, NAB; Ellsworth Tompkins, U. S. Office of Education; standing, l to r: Robert H. Richards, executive secretary, Jaycees, and Robert K. Richards, NAB. Promotion plans were discussed by the group and it was decided that the Jaycees would begin Sept. 1 by notifying chapters of the contest schedule, and transcriptions of model talks would be mailed to stations on Nov. 1. The contest will be held during National Radio Week, Nov. 14-21.

BIG in '47--GREAT in '48

RADIO'S NO. 1 FOOTBALL SHOW

LEAHY of NOTRE DAME

with

COACH FRANK LEAHY

Head Coach and Athletic Director at the University of Notre Dame

NAMED COLLEGE ALL-STAR COACH AGAIN IN '48

- **PREDICTIONS** (85.6% Correct in '47)
- **BIG NAME GUESTS**
- **HEADLINE NEWS**
- **FEATURE STORIES**

Transcribed for Local or Regional Sponsorship —15 minutes, once a week for twenty weeks during football season beginning week of August 16 and carrying through Bowl games January 1. Recorded weekly and expressed for Thursday or Friday broadcasting.

WRITE . . . WIRE . . . PHONE

For Prices and Information

GREEN ASSOCIATES

PHONE: CENTRAL 5593

360 N. MICHIGAN BLVD. CHICAGO 1, ILLINOIS

N. C. LINDQUIST RESIGNS FROM CHICAGO FIRM

NORMAN C. LINDQUIST, vice president in charge of sales and one of the founders of Television Advertising Productions Inc., Chicago, announced his resignation Thursday and said he is entertaining several offers from Midwest TV stations and advertising agencies.

An instructor at DePaul U., where he set up the first television advertising course in an American college, Mr. Lindquist was one of the organizers and a charter member of the Chicago Television Council. He first became known in Midwest video circles as producer of *The Navy Show* over WBKB, the Balaban and Katz TV station, in 1945. At the time he was in charge of advertising and publicity for the Navy Recruiting Office in Chicago with the rank of chief petty officer.

Mr. Lindquist, a stockholder in Television Advertising Productions, said he would continue to hold an interest in the firm and "be a booster for it." William A. Zimmerman, sales manager, will assume his duties in the sales department.

NBC—UCLA

BOASTING a record of better than 50% placement of past graduates, NBC-UCLA Radio Institute concluded its sixth annual session July 30. Current class comprised 93 students from 15 states. 30 of them had earlier radio experience according to Jennings Pierce, network's western public service director and Institute supervisor.

THE LONG ISLAND STORY

WHLI continues to deliver more listeners per dollar in Long Island's large, quality market than any other station, including the network stations!

HOOPER STATION LISTENING INDEX

SPRING SUMMER 1948 **HEMPSTEAD, N. Y.**

8 A.M.-12 NOON • MONDAY THRU FRIDAY

WHLI	Network Station A	Network Station B	Network Station C	Network Station D	Station E	Station F	All Others
13.5	28.4	19.0	15.9	13.1	2.1	2.1	5.9

"THE VOICE OF LONG ISLAND"

WHLI 1100 kc

and WHNY (FM) 98.3 mc.

Hempstead, Long Island, New York

ELIAS I. GODOFSKY
PRESIDENT

PAUL GODOFSKY
EXEC. VICE PRES.

JOSEPH A. LENN
VICE PRES.-SALES

the HARRY NASH Sportscast

Nash has appeared on 4 networks as a golf commentator—is a baseball and football specialist.

15 minutes—Monday through Saturday 7:30 P. M.

An exclusive availability on

WNJR

the radio station of the Newark News

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

KNBH (TV) Plans December Opening

Sidney Strotz Reports on NBC's Position in TV Progress

KNBH, Hollywood TV outlet of NBC, will be on the air approximately Dec. 1, according to Sidney N. Strotz, administrative vice president in charge of television.

Mr. Strotz

Following several months in the East, Mr. Strotz reported on the network's over-all position in television progress and said that Cluett-Peabody Inc. (Arrow Shirts etc.) has been signed to sponsor the *Public Prosecutor* film series.

Having made a survey of various television stations in the Midwest and East while en route to the Coast, Mr. Strotz reported that all informed managements recognize that the medium is a one-way investment—all losses. Furthermore, he said the station which claims to be making money or breaking even is deluding itself via bookkeeping, for he felt none will show profit or break even for two or three years.

As for transcontinental television networking, he reiterated earlier statements that it would be 1953 "at the earliest." Finally, when it does come, he said it would not be comparable to radio networks and asked any one to compare the present AM chain of more than 160 with TV of not more than the top 80 markets.

Citing the likely circulation of video in 10 years, he could see no more than eight or nine million sets, with production the only obstacle. Even in the present, Mr. Strotz conceded that only a fraction of receiver tubes are acceptable of each batch produced. Coupling this with the accelerated military orders, he anticipated a further slow-down in the present manufacture of receivers.

Time option rights by national advertisers, he said, were theirs as long as they stayed with presently occupied periods. By fall he said NBC network option time in the East would be sold out, thereby leading to an increase of further programming in the late afternoon segments.

Gets New Art Post

LESTER RONDELL, president of the Art Directors Club of New York, has been named art director for Morris F. Swaney Advertising Agency, New York, it was announced in Chicago Thursday. Mr. Rondell was formerly art director for Tracy, Locke and Dawson; Geyer, Newell and Ganger, and Warwick and Legler.

Drinks Douse Fire

SEVERAL cases of soft drinks stored in the engine room of WHIR Danville, Ky., were credited with extinguishing a fire at the station July 24. Larry Shields, assistant program director, reports that the fire was started when a light fuse blew, igniting some waste paper. The heat from the fire broke the drink bottles and the liquid in them put out the fire. Damage was slight and the remains of the fire were not discovered until the next morning. The soft drinks were used by the station as give away prizes on *Stump the Chumps* program, sponsored by local Royal Crown Bottling Co.

3 Big Department Stores In Philly Use WCAU-TV

THREE of Philadelphia's largest department stores have become regular advertisers over WCAU-TV Philadelphia while four other concerns have signed year-long contracts.

Although the station has been on the air little more than two months, it has Lit Bros., Gimbel Bros. and N. Snellenburg and Co. under contract. Lit Bros. and Gimbel Bros. are using live shows, while Snellenburg's is going in for spots, features and special campaigns.

Meanwhile, Beneficial Saving Fund of Philadelphia has signed for a weekly announcement to advertise bank's services. Richard A. Foley Advertising Agency, Philadelphia, placed the account. Parkway Baking Co. (Twin-Pak Bread), through J. M. Korn & Co., of Philadelphia, has contracted for one-minute announcements on Sundays.

Jackie Gordon Inc. (men's clothing) will use an announcement on Sundays, also through Korn agency. Jay Bucknell Inc., New York, is using a Wednesday evening film announcement in behalf of the firm's shirts.

Pianos Wanted—Found

ASKING for contributions to a worthy cause is a common practice, but asking listeners to donate pianos is somewhat unusual. Betty Fry and Art McCracken, who conduct *Dollars for Ten O'Clock Scholars* over WGPA Bethlehem, Pa., made this request to acquire pianos for the musical instruction of the Girls Club of Bethlehem. Within 15 minutes after the program closed, Mrs. Fry had received three offers of pianos. Contributors lacked transportation to move the instruments, so on a later program an appeal for volunteer movers was made. Two minutes after the announcement was aired a local moving organization called and offered to do the job.

COAST THEATRE MEN ENTER ASCAP FIGHT

SUPPORTING court action contending ASCAP is practicing monopoly, the Pacific Coast Conference of Independent Theatre Owners last week agreed to participate in any appeal to a higher court as a friend of the court.

Judge Vincent L. Leibell recently ruled against ASCAP in New York on action of 164 operators of movie houses in that city [BROADCASTING, July 26]. The Coast theatre owners filed an *amicus curiae* brief with Judge Leibell at close of the New York trial.

Robert Poole, executive secretary of PCCITO, said that his organization "is dedicated to relieving our membership and all independent exhibitors from the monopolistic practices of ASCAP." Robert Graham, attorney for the Pacific Coast exhibitors and currently in New York, wrote Mr. Poole, that despite a finding of no monetary damages in the case heard by Judge Leibell, "it is obvious that the decision, which holds that the exaction of ASCAP licenses from exhibitors constitutes a violation of the Sherman Act, is going to be of far-reaching importance in determining the future relationships of all independent exhibitors to ASCAP."

RCA'S 6-MONTHS NET INCREASES $2 MILLION

CONSOLIDATED statement of income of Radio Corp. of America and its domestic subsidiaries for the second quarter ended June 30, 1948, and the first six months of the year was issued July 30 by Brig. Gen. David Sarnoff, president and chairman of the board of RCA.

Total gross income from all sources amounted to $176,079,713 in the first half of 1948, compared with $154,333,872 for the same period in 1947, representing an increase of $21,745,841. Net income, after all charges and taxes, for the first six months this year was $10,850,288, as compared with last year's $8,825,912, an increase of $2,024,376.

For the quarter ended June 30, 1948, total gross income from all sources amounted to $88,026,415, compared with $77,773,776 for a similar quarter in 1947. During the quarter this year, net income, after all charges and taxes, was $5,085,790 compared with $4,145,847 for last year's second quarter.

After payment of preferred dividends, net earnings applicable to the common stock for the first six months of 1948 were 66.8c a share, compared with 52.2 for 1947. For the second quarter they were 31.0c a share compared with 24.2 for that period last year.

MOBILE UNIT COVERS CRASH

On-the-Spot Account of Fatal Bus-Truck Accident Presented by WCCO Minneapolis-St. Paul

WCCO Minneapolis-St. Paul commissioned its new mobile short wave transmitter, KSCH, last week just in time to maneuver into one of the most spectacular news stories of the year in the twin cities area.

The story involved the bus-truck crash on a highway north of St. Paul in which five members of the Duluth, Minn., baseball team of the Northern League were killed and another twelve seriously injured, virtually wiping out the team.

The tragic accident occurred at about 11:30 a.m. By 12:32 the station's news and special events director, Sig Mickelson, had cut into the regular Cedric Adams noon news broadcast with an on-the-spot description broadcast from a knoll overlooking the accident scene, some 12 miles from WCCO's studios.

Cut in on Godfrey

Mr. Adams that noon was delivering his news before a luncheon of Minnesota legislators in the Nicollet Hotel ballroom. His special guest was CBS star Arthur Godfrey who was reading an item for Mr. Adams at the time Mr. Mickelson asked for the air, and cut in with the accident details.

To add to the dramatic nature of the cut-in, KDAL Duluth, home city of the tragedy-ridden baseball team, is on the regular network for Mr. Adams' news broadcast. KDAL staffers were on the telephone almost before Mr. Mickelson had concluded his cut-in begging for more details.

WCCO's short wave equipment had been commissioned only the day before. Station engineers had rushed it into shape in order to be ready to cover the Minneapolis Aquatennial, the city's big mid-summer festival.

At the time the tip on the tragedy came to WCCO's news room, Station Technician Lyman Swendson was out cruising city streets checking his equipment preparatory to the afternoon parade.

Get to Scene Quickly

Mr. Mickelson called him by mobile unit telephone and twenty minutes after the accident the two, accompanied by Chief Engineer J. J. Beloungy, were en route to the accident scene. While Mr. Mickelson prowled around picking up details and description, Mr. Swendson drove the mobile unit to the slight rise overlooking the accident scene where he checked his signal with master control in Minneapolis. The equipment had never been tested at so great a distance, but it worked without a hitch.

Two hours later the new mobile transmitter was rolling down the city's Nicollet Ave., in the midst of the Aquatennial parade—its fourth assignment in its first 24 hours of operation.

Transcription of Known News Writers Offered

PETER EDSON, Burton Heath, Erskine Johnson, Alicia Hart, Harry Grayson and others are featured on *FYI*, latest transcription program offered by Ed Hart and Associates, of Washington.

The three fifteen minute programs a week will be released beginning the first week in September. Among early contracts for the program are those signed by members of the Keystone Network. Michael Sillerman, president of the network, will handle distribution in the smaller markets, while Hart and Associates will retain the larger.

FYI is produced in collaboration with NEA and will feature many of its top writers. Plan is to include three or four personalities on each program.

To Expand Production

FULL-SCALE production of International Television Corp. video receivers is expected to be under way soon, following the firm's acquisition last week of the Minerva Radio Corp., 238 Williams St., New York. International will occupy the 50,000 square feet of Minerva office, showroom and manufacturing space by about August 15, company officials said last week. Minerva Radio Corp. produced radio equipment.

POLICY of brief pleas for greater driving care, on all station breaks, has been inaugurated by KQV Pittsburgh.

Banquet Friday to Mark Radio Institute's Close

NINETY certificates and four scholarships will be awarded to NBC - Northwestern U. Summer Radio Institute students at a banquet in Chicago's Merchants and Manufacturers Club Friday evening, marking close of institute's seventh annual session. Don Feddersen, chairman of Northwestern's radio department, will serve as toastmaster.

Certificates will go to each student completing the six-week professional radio training course. Two men and two women, chosen as "outstanding" students, will receive scholarships in the form of refunds of tuition for the session.

Northwesten U. will award $100 to P. Dean Raymond of Chicago, who wrote the prize-winning script in the annual dramatic writing competition. The play, "Pursued," was produced Friday over WMAQ-NBC with a cast of Chicago actors.

Port Huron

(*Continued from page 21*)

Huron decision" would be held in the New House Office Building this Thursday and Friday (Aug. 5 and 6).

Committee investigators reportedly had started searching FCC files a fortnight ago [BROADCASTING July 26] in an effort to determine the degree of justification for charges and complaints against the Commission.

Chairman Harness, in announcing the hearings, emphasized the untenable position in which broadcasters were placed by the ruling of the quasi-judicial body, and indicated necessity for clarification was magnified by current political campaigns.

Executive Session

The announcement followed an executive session of the committee last Wednesday, attended by Chairman Harness, and Reps. Leonard W. Hall (R-N.Y.), and J. Percy Priest (D-Tenn.). Committee members out of Washington at the time of the session were Reps. Charles H. Elston (R-Ohio) and Oren Harris (D-Ark.).

"The Commission," Congressman Harness said, "held in the Port Huron decision that stations have no right to censor libelous or slanderous statements in political broadcasts even though a station might be liable under state law for permitting such statements to go over the air."

Congressman Harness declared witnesses from the Commission and industry will be invited to testify and "possibly" testimony from the general public will be accepted. The legislator declined to furnish names of witnesses last week but said they would be made public Tuesday (Aug. 3).

The roster of witnesses, to include representatives of the networks and independent stations, plus Commissioners and FCC personnel, was expected, however, to closely follow that of FCC hearings held in the WHLS renewal case last May. Among those in the FCC hearings were Don Petty, NAB general counsel; W. Theodore Pierson, Washington attorney; Joseph H. Ream, CBS executive vice president; Washington Attorney Andrew W. Bennett, representing WGOV Valdosta, Ga., and Charles V. Wayland, Washington lawyer appearing for KIDO Boise.

Chairman Harness indicated that it was highly unlikely that remedial legislation would be recommended to the second special session of Congress. A vigorous, negative shake of the head was Chairman Harness' response to a query as to whether such a measure would have a chance of getting through the special session which last week appeared destined for a very short life, highlighted chiefly by Dixiecrat filibusters.

Bow Off to KPRC Hearing

While his staff of investigators continued to comb FCC files, Committee Counsel Frank T. Bow left last Thursday for Houston. He will sit in on the KPRC hearings in that city to fully acquaint himself with the views of both the State of Texas and broadcasters on the foggy Commission ruling. NAB General Counsel Petty was also reported in Houston last Wednesday.

The possibility was being discussed, too, that Mr. Bow might pay a call at San Antonio, where one station already finds itself in a legal dilemma as the result of the ruling. V. E. (Red) Berry, candidate for state senator, has filed suit against KABC San Antonio, owned by the Texas State Network, for allegedly "libelous and slanderous" statements broadcast over the station July 15 [BROADCASTING July 26].

Sentiment of officials of KPRC is that the conflict between state libel laws and the Commission's views is fundamentally a state's rights question which will ultimately reach the U. S. Supreme Court for settlement.

Free Air Time Cycle

The cycle of demands for free air time began following President Truman's special session address last Tuesday.

Networks drew the wrath of other parties after the Republican National Committee in Washington announced that President Truman would be answered by Republican members of Congress who would go on the air at five periods, four last Thursday and one last Friday.

Scheduled for last Thursday were:

Sen. Harry P. Cain (R-Wash.), DuMont Television, 6:45-7 p.m.

Sen. Robert A. Taft (R-Ohio) and Rep. Charles A. Halleck (R-

Upcoming

Aug. 12-13: NAB District 9 meeting, Palmer House, Chicago.

Aug. 16-17: NAB Districts 10-12 meeting, Meuhlebach Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Meuhlebach Hotel, Kansas City.

Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.

Aug. 23-25: Western Assn. of Broadcasters, annual convention, Bessborough Hotel, Saskatoon, Sask.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Biltmore Hotel, Los Angeles.

LEAD THE LEAGUE WITH WBT!

It's easy! For WBT's 5:00 a.m. to 11:30 a.m. batting order is one of the longest, strongest block-programming lineups in all radio.

LEADOFF MAN IS GRADY COLE (5:00-9:00 a.m.), VARIETY Award-winning WBT farm editor who performs such miracles as selling 320,000 chicks in eight days. Average unsolicited fanmail: 8,000 cards and letters a month.

NUMBER TWO MAN IS KURT WEBSTER (9:00-10:30 a.m.), whose single-handed revival of the tune "Heartaches" sold more than 3,000,000 records. Now he's emcee of a fast-moving audience participation show, "What's Cookin'?"—a solid hit!

THIRD AT BAT IS ARTHUR GODFREY (10:30-11:30 a.m.) on CBS.

A big-league trio. Yet even *before* these heavy hitters were one-two-three on WBT, more Charlotte listeners tuned to WBT than to ALL other stations combined, all morning long!*

Now WBT's batting average will be higher than ever. You'll lead the league, too, if you let Grady Cole or Kurt Webster go to bat for you.

Jefferson Standard WBT Broadcasting Company

50,000 watts • Represented by Radio Sales • Charlotte, N.C.

*8:00 a.m.-12:00 noon average, Mon. through Fri.—C. E. Hooper, Oct. 1947-Feb. 1948

Ind.), leaders of the two houses of Congress, NBC and NBC television, 8:30-9 p.m.

Rep. Frank B. Keefe (R-Wis.), MBS, 10-10:30 p.m.

Sen. Kenneth S. Wherry (R-Neb.) and Rep. Everett M. Dirksen (R-Ill.), CBS, 10:30-11 p.m.

Scheduled for last Friday were:

House Speaker Joseph W. Martin Jr. (R-Mass.) and Sen. Eugene D. Millikin (R-Colo.), CBS, 10:30-11 p. m.

Howls of indignation were sounded by the Democrats and Progressives.

Challenges GOP Time

John M. Redding, director of publicity of the Democratic National Committee, in wires to NBC and CBS, challenged the right of GOP leaders to free time in which to answer the President.

Protesting the networks' acceptance of Republican speakers, Mr. Redding said, "Mr. Truman addressed a joint session of Congress and the people as President. Broadcast was booked by the networks, and not requested by the President or the Democratic National Committee. Even if speech were political, to which we do not agree, we contend:

"1. Prime evening listening time on non-commercial basis is favoritism to Republicans, and cannot be construed as 'equal time,' since the President spoke at 12:35 p.m.

"2. Discussion type program with two Republican spokesmen is distinct advantage over the President, who spoke alone, without obvious advantages derived from two-way discussion.

"3. Republican efforts to secure programs on single networks is an advantage over the President, who spoke once, on four network hookup, and to a single daytime audience."

"Furthermore," Mr. Redding asked, "if NBC or other networks choose to interpret Mr. Truman's address as political, why do not the networks insist that so-called reply be given by the Republican candidate, Mr. Dewey?"

Mr. Redding concluded his finger-shaking tirade with a request for "sustaining time comparable to Taft-Halleck spot for Sen. McGrath, Sen. Barkley, Rep. McCormack or other Democratic party leader or leaders of our choice."

Edward Ingle, director of radio, National Republican Committee, told BROADCASTING last Wednesday that the chain of broadcasts constituted the Republican answer to Mr. Redding.

"The networks, themselves, offered time to the participants," Mr. Ingle declared. He said the Committee had served only in filling requests of networks for Republican speakers.

More salt was dumped into network wounds by the Progressive Party, which demanded time from the four networks for its Presidential candidate, Henry A. Wallace.

Third Party Requests

A variety of treatment was accorded the Third Party demands enunciated by Edward Frisbie, Progressive Party radio director.

NBC booked Mr. Wallace for 8 p.m. last Thursday and televised a talk by Rep. Leo Isaacson (ALP-N. Y.) on WNBT Washington from 9:15 to 9:30 p.m. last Thursday.

ABC would grant time only to a member of Congress favoring Mr. Wallace, but not to the Third Party candidate himself. Offering time last Friday or Saturday night, ABC maintained "we want to keep it on a Congressional basis." A spokesman for ABC proposed that the Progressives furnish a member of Congress sympathetic to Mr. Wallace's cause and suggested either his running mate, Sen. Glenn H. Taylor (D-Idaho) or Rep. Vito Marcantonio (ALP-N. Y.) or Rep. Isaacson. Sen. Taylor was slated as ABC speaker 10-10:30 p.m. last Saturday.

MBS spokesmen said they did not want to confuse the activities of the government with the activities of candidates and refused Mr. Wallace's demands for equal time and facilities.

CBS, last Thursday was still pondering what action they would take on the Progressive request. Network officials did reply, however, that they did not consider the President's talk political, but an official statement which they covered in accordance with usual procedure "in scheduling major official Presidential utterances."

Republican demands stemmed from a party belief that the President's message had been of a political character. The Third Party agreed that what Pres. Truman had to say to Congress was politics "without subterfuge."

CBS smoothed the ruffled feath-

(*Continued on page 73*)

Hot Stuff

CANDIDATES Truman, Dewey, Wallace, Thomas, Thurmond, et al, had better be on the look-out for a sixth Presidential runner whose campaign, at least, is turning out to be something hotter than anything the others have turned up with so far. The campaign for Don McNeill (*Breakfast Club* m.c.) for President grew so hot at campaign headquarters set up by WMFD Wilmington, N. C., that a local hotel across the street burst into flames.

WHB
10,000 WATTS IN KANSAS CITY
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

KFMB
sells
SAN DIEGO
...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
• Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Allocations

(*Continued from page 25*)

banc and marked the first appearance of Miss Frieda B. Hennock, FCC's first woman member, in a public hearing of the Commission. Running account of the sessions follows:

E. T. Morris, Westinghouse Stratovision manager and assistant to the company's vice president in charge of radio, reviewed developmental work on Stratovision, estimated the project had cost Westinghouse and Glenn L. Martin Co. $500,000 to date, and said he was convinced that "the system has no bugs in it that cannot be overcome." The airborne relay covers a 250-mile range, he said.

He said Westinghouse does not now propose Stratovision on a national scale because (1) within the present 12-channel video band it would involve too much interference with ground stations, and (2) for economic reasons.

Program Plans

Under the current proposal, he said, programs from Westinghouse's KDKA-TV Pittsburgh and other East Coast network shows would be carried on Stratovision about three hours a day, three days a week, and KDKA's ground transmitter would not be operated during Stratovision transmissions.

D. R. Schultz, Martin Co. vice president in charge of engineering, reviewed the aircraft phases of Stratovision. He was confident the Stratovision schedule proposed by Westinghouse could be adequately maintained.

He also disclosed that the B-29 on loan from the government for Stratovision development is also being used in tests of high-altitude propagation "of interest to national defense," and that the government itself is interested in Stratovision in relation to governmental projects currently under way.

C. E. Nobles, Westinghouse engineer who conceived the idea of Stratovision, said reports of reception of the Stratovised Louis-Walcott boxing bout had been received from 277 cities and towns in 10 states and the District of Columbia.

He said 547.5 mc transmissions were used for short-distance ground-to-plane relays, and that one of the "standard" video channels—2 through 13—was used for relaying over longer distances. It was his view that tropospheric effects of a refracting nature might tend to reduce, rather than increase, Stratovision range.

Storm of Protests

A storm of protests broke when A. D. Ring, Washington consulting engineer for Westinghouse, introduced exhibits showing that the Stratovision proposal would require changes not only in FCC's proposed allocation for York, Pa., of which Westinghouse had specifically served notice, but also in one other proposed co-channel and eight adjacent-channel allocations.

Benedict P. Cottone, FCC general counsel, protested that Westinghouse had failed to give due notice with respect to any of the changes except York and that therefore the exhibit should be kept out of the record. Fred W. Albertson, attorney for Westinghouse, contended that only one or two applications were pending for the other channels involved, that the plan had been on file long enough for its details to be learned by any who were interested, and that in any event there was no more grounds for excluding the WRS data than there had been in the Cherry & Webb (Providence) case which was admitted earlier in the proceeding.

Motion Denied

Chairman Wayne Coy, ruling that the exhibit would not be accepted, declared that Westinghouse's notice was "totally deficient" except with respect to York. He denied a motion to strike all other Stratovision testimony, however, ruling that it would be left in the record but indicating that the Westinghouse case was "not in condition" to permit consideration by FCC in this proceeding.

Mr. Albertson made clear that Westinghouse would seek a separate rule-making proceeding to consider its plea.

According to Mr. Ring's exhibits, the proposed allocations that would be affeced by the WRS plan for Stratovision on Channel 8 at Pittsburgh are as follows:

Channel 8—York, Pa.; Springfield, Ohio.

Channel 7—Akron; Altoona; Charleston, W. Va.; Buffalo if Channel 7 is assigned at Buffalo instead of Niagara Falls.

Channel 9—Canton; Altoona; Clarksburg; Huntington-Ashland; Buffalo if Channel 9 is assigned there instead of Niagara Falls.

Before his testimony was excluded, Mr. Ring asserted that Stratovision using Channel 8 at Pittsburgh could reach 12,039,589 persons within its 500 microvolt contour, compared to 1,630,566 within the 500 microvolt contour of a Pittsburgh land station. Mr. Albertson reiterated that Stratovision would bring video to six million people who otherwise would not be reached.

Dr. Frank G. Kear, consulting radio engineer, outlined the results of studies of tropospheric effects made for ABC and presented the network's proposals. These included the following, which Dr. Kear said should be accomplished before the proposed new allocations are put into effect:

1. Preparation of charts on tropospheric effects, for mandatory use in computing interference (tropospherics, he said, lead to much worse interference than is indicated by computations made according to present standards).

2. Revision of the rules to eliminate references to protection to any specified contour, or to any definite distance separations.

3. Review of the city-by-city channel allocations table to specify the area to be served in or around each city, followed by a realignment of the allocations table to make sure the desired service and protection are provided. (Generally, ABC felt that community stations would serve the immediate community; metropolitan stations, the metropolitan area; and rural stations, the trading area.)

Jack R. Poppele, president of Television Broadcasters Assn., related general suggestions which had been unanimously adopted by the TBA Engineering Committee.

Asks for Review

He asked that FCC immediately review the general question of video directional antennas and reconsider its own policy banning directionals; provide additional channels immediately in the area of the present facilities, which would be apart from the "upstairs" proposals; establish tropospheric transmission standards before additional allocations are made in which there is less than a 150-mile metropolitan co-channel separation or equivalent; and provide protection to the 2 mv/m contour from co- and adjacent-channel interference.

Mr. Poppele also recommended that any modification of the existing allocations should attempt "to correct present allocations where metropolitan stations are allocated co-channel-wise with separations less than 150 miles."

Mr. Poppele stated he was not opposing the use of 480-960 mc for video, but that much study and work are still needed in that region while the immediate need is for more channels. Asked from what service the supplemental facilities would be secured, the TBA

LEADING HOOPERS—July 15 Report

EVENING

Program	Number Stations	Sponsor	Agency	Hooper	Year Ago Hooper	Year Ago +or−	Year Ago Pos.
Walter Winchell *	218	Andrew Jergens Co.	(Orr)	13.9	---	---	---
Stop the Music 8:45	170	P. Lorillard Co.	(L&M)	11.8	---	---	---
Stop the Music 8:15	170	Swerl Products	(Maxon)	11.6	---	---	---
Take It or Leave It	162	Eversharp Inc.	(Biow)	10.9	9.8	+1.1	2
Horace Heidt	161	Philip Morris and Co.	(Biow)	9.6	---	---	---
Break the Bank	191	Bristol-Meyers Co.	(DC&S)	8.9	8.3	+0.6	4
Fat Man	173	Norwich Pharmacal Co. (Gumbinner)		8.7	6.5	+2.2	19
Louella Parsons (Sub)	213	Andrew Jergens Co.	(Orr)	8.7	3.2	+5.5	87
This Is Your FBI	173	Equitable Life Assurance Society of U. S.	(W&L)	8.6	6.2	+2.4	23
Mr. District Attorney	160	Bristol-Myers Co.	(DC&S)	8.5	9.1	−0.6	3
Crime Photographer	165	Toni Co.—Div. Gillette	(FC&B)	8.2	7.7	+0.5	11
Stop the Music 8:00	170	P. Lorillard Co.	(L&M)	7.7	---	---	---
Suspense	160	Electric Auto-Lite Co.	(N-E)	7.7	7.0	+0.7	13
Your Hit Parade	162	American Tobacco Co.	(BBDO)	7.4	7.7	−0.3	10
Can You Top This	144	Colgate-Palmolive-Peet	(S&M)	7.2	8.1	−0.9	5
The Sheriff	171	Pacific Coast Borax	(McC-E)	7.2	5.4	+1.8	41

* Includes first and second broadcasts.

president said that that was hard to decide.

Dr. Thomas T. Goldsmith, director of research for Allen B. DuMont Labs., presented detailed information and comprehensive exhibits on its high-power low-band video proposals and the DuMont allocation plan which would add eight new channels [BROADCASTING, July 5, 12]. He worked from a 16 x 10 ft. map of the United States charting FCC's new allocation proposals and suggested modification.

Andrew Alford, Boston engineering consultant and antenna expert, in behalf of WTOP Inc., presented technical details of the proposed WTOP Washington array for Channel 12, which it seeks in the Capital, and commented on various phases of general antenna performance and signal reflections. He had taken the stand in the earlier proceeding but was interrupted so that participants might have time to study his highly complex exhibits [BROADCASTING, July 5]. His testimony last week ran through Wednesday morning.

Signal Echo Exhibits

Mr. Alford offered exhibits showing typical instances of signal echoes from buildings and explained a wide range of technical factors involved. He advised that all television stations, whether proposing directional arrays or not, should study the reflection patterns involved in each case and take them into consideration. He noted that in some instances an echo may be 25% the strength of the initial signal.

E. K. Jett, vice president and director of radio for A. S. Abell Co., operating WMAR-TV Baltimore, who was an FCC member when the present television standards were adopted, on Wednesday labeled "unfortunate" the current rumors about the dropping of low band TV and the prompt advent of color video.

He urged that FCC's proposed allocation of channels be adopted only in those cases where it can be shown that no interference will result within the outlet's 500 uv/m contour and that the FCC call an engineering conference to revise its standards on this basis. He pointed out that the Commission rules recognize that protection to the 500 uv/m contour is necessary to provide adequate residential and rural coverage but that there is no follow-through in the standards which set a limit of 5,000 uv/m.

On the future of television, the ex-Commissioner stated:

I think that it is very unfortunate that rumor is going around to the effect that the Commission might within the next couple of years delete channels or that color may be coming along in such a short time. I have read some of the trade paper stories recently to the effect that some people are holding off. They do not know whether to buy a receiving set or not . . . It certainly is my opinion today, more than ever before, that color is still five years away, and that the present channels will be in use at least 10 years from today. We may have more channels but I think that the additional channels may serve to expand, that is to say augment the present service rather than to replace the present service.

Obviously, with nearly 1,000,000 receivers in the hands of the public by the end of this year, I do not see how you could expect these people to discontinue or throw away those receiving sets. Buying a receiving set today is almost like buying a piano, and the receivers are performing satisfactorily, and the whole trend of development of radio, just as was experienced today in the case of AM and FM, has been to permit the new service to grow while the old service is still in existence.

Indicating that a revision of the standards as suggested could be done before promulgating the allocation rule under consideration in the present proceeding, Mr. Jett explained that the protection contour in the congested northeast section of the country might be set at 1000 uv/m, comparable to present FM practice.

TV Sampling Plans

SAMPLING of listenership to television programs, such as C. E. Hooper Inc. introduced in New York area in recent months, will be extended first to Chicago and then Los Angeles by fall, Mr. Hooper told BROADCASTING last week. Subsequent markets are Washington, Baltimore and Philadelphia, with set number per market as determining factor in firm's expansion of video measurement. Calls would be made every third month, he disclosed. In Chicago, where upwards of 24,000 sets-in-use are reported, the analysis firm will work in cooperation with Capt. W. C. Eddy, director of WBKB, in the surveys which will cover 600 set owners.

GE and Westinghouse Facing Cartel Charges

IN A REPORT to Congress last Tuesday the Federal Trade Commission charged two major electrical equipment companies—the General Electric Co. and Westinghouse Electric and Manufacturing Co.—with involvement in an international cartel.

The FTC proposed revision of the American patent laws to make it impossible for either foreign or American companies to exercise "undue control" over patents.

Both companies were cited for taking the initiative "in forming and attempting to form international cartels to include British, German and other companies through 1930 negotiations allegedly conducted by GE and Westinghouse representatives with British, German and Swiss electrical manufacturers." The patent agreements had the effect of eliminating direct foreign competition in the United States, the commission reported. The alleged agreement also prevented other American manufacturers from obtaining the right to use important foreign patents and trade secrets, FTC charged.

RADIO AND TELEVISION AID 8TH PLACE CUBS

THE CHICAGO CUBS, in last place in the National League, had played to 838,639 customers when they took to the road last Monday.

This attendance mark, achieved despite lack of early-season cooperation by the weather man, can be attributed in "large part" to radio and television, said Earl Nelson, treasurer of the club. "Radio and TV have played an important role in sustaining the fans' enthusiasm," he said.

Shortly before the Cubs entrained for a three-week road trip Ralph L. Atlass, general manager of WIND Chicago, announced that the complete road schedule would be broadcast to Chicago by direct wire. WIND, at the request of "hundreds of fans," is spending $10,000 to send announcer Bert Wilson on the eastern trip, Mr. Atlass said.

The Cubs' games, sponsored by Old Gold Cigarettes and Walgreen Drug Stores, are aired exclusively by WIND.

The Cubs' attendance figure for the season is expected to pass the million mark. The Giants of 1946 were the only eighth place club in baseball history to reach that total.

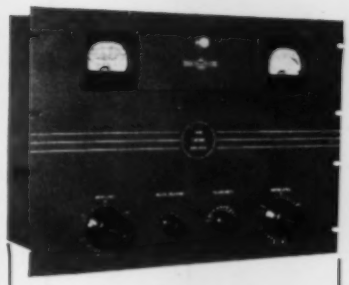
'NO COMMENT' IS RCA POSITION ON FM SUIT

RCA still had "no comment" to make last week regarding the suit filed against it and NBC July 22 for alleged infringement of basic FM patents held by Dr. Edwin H. Armstrong [BROADCASTING, July 26]. However, the defendants are not obliged to file a reply to Dr. Armstrong's complaint until 20 days from that date.

Consensus in New York legal circles was that the initial RCA defense strategy would follow this general pattern: First, a request that the court "strike the language" in which the lengthy complaint was written, which entails a simplification of the wording; second, a request for a 30-day continuance, which probably will be granted; third, a motion for "examination before trial," which is another maneuver to narrow the issues being contested.

Color Film Campaign

COLOR FILMS produced as movie advertising trailers and tested week before last for use on television [BROADCASTING, July 26] will be sponsored by the Beltone Hearing Aid Co., Chicago, starting tomorrow (Aug. 3) for 13 weeks on WGN-TV, the *Chicago Tribune* video outlet. Four one-minute weekly spots were sold through Ruthrauff & Ryan, Chicago, which commissioned the films originally. Henry Flarsheim is the account executive, and Fran Harris, R&R video director, produced the films.



Collins 26W-1 Limiting Amplifier

More for your dollar

The 26W-1 is the latest refinement of a series of limiting amplifiers, the first of which was Collins designed in the middle thirties. It is the product of a continuing policy of laboratory research, field observation, and engineering development.

Broadcast station engineers are partial to the 26W-1 because of its superior design and operating characteristics. It is highly efficient, very reliable and completely accessible for maintenance. High fidelity (50 to 15,000 cps within ±1 db) fits it for the most exacting AM, FM, and recording applications. Extremely low distortion at high compression ratios, and low noise and hum levels, are inherent in the 26W-1. The electrical design is straightforward, and the mechanical construction very rugged. There are no external power supplies or accessory panels, shelves and hardware. The 26W-1 is a completely self-contained, compact and efficient unit.

Priced at $425.00 complete —*ready for use in any standard rack*—the Collins 26W-1 is the greatest limiting amplifier value on the market today. Delivery can be made immediately. Write for complete descriptive information and specifications.

Collins Radio Company

Cedar Rapids, Iowa

11 West 42nd Street
New York 18, New York

458 South Spring Street
Los Angeles 13, Calif.

COLLINS

Beamed Success

(*Continued from page 24*)

of business involved people who use transit lines from suburbs to center city. Statistics of the Philadelphia Transportation Co., indicated that heaviest volume of morning traffic occurred during the 7:30 to 8:30 a.m. period.

Therefore, Martin & Andrews determined that the most effective broadcast time was between 7 and 8 a.m. Upon investigation, the agency decided that the *Musical Clock* of KYW, featuring Stuart Wayne, would provide the kind of audience desired — an audience whose shopping decisions are made early in the day, an audience in movement to center city and an audience with strong listening preference.

Copy for one-minute and 30-word station break announcements was framed, emphasizing quality ingredients used by the bakery concern. Particular emphasis was placed on every-day freshness of products prepared by "Hanscom Master Bakers who have been treating Philadelphia for over 60 years."

Jingle Tie-Ins

Some announcements included a recorded jingle tie-in with a simple ditty to tune of "Sing a Song of Sixpence." Tune plays up "Scores of jolly bakers baking through the night" and "Hanscom's things are freshly baked and fit for any king."

During the first two weeks of radio promotion, there was a steady increase in sales at a slightly accelerated pace. At the end of the third week, sales had reached a new high of nearly 1,500 dozen. Later repeat sales upped sales to 3,000 dozen per week—with the volume going up every week without a decrease. During this entire period, no other advertising or selling media were used. During the same period, there was a marked increase in store traffic. The fact that no other product or line (including coffee cakes and cinnamon buns, related products) had been adversely affected indicated the creation of new business that had stimulated sales of all lines and products.

A unique twist to delivery of live commercials by Stu Wayne was given when Hanscom's advertising manager, Mr. Stewart, began the practice of sending cinnamon curls to Mr. Wayne each morning to consume with his coffee as he spun the records. To capitalize on this idea, KYW had pictures taken of Mr. Wayne eating the curls and the photos were distributed for counter posters—suggestive selling to those who had heard the commercial that morning on the air.

Summarizes Results

According to Martin & Andrews, net results of the experiment can be summarized as follows:

1. Sales increases of 300%—and sales still going up.
2. Increased store traffic and sales in other lines.
3. No adverse effect on sales of similar items.
4. Provision for institutional as well as direct selling.
5. Increased effectiveness of other advertising by adding new and potent impact to those reached by other media.
6. Gave store personnel a new selling impetus.

INSPECTING equipment in control room of Boston's new station, WEEI-FM, are (l to r): William Robinson, transmitter engineer; Harold Dorschug, WEEI's chief engineer, and Al Teachman, supervisor in charge of engineering maintenance. WEEI-FM, operating on Channel 277 (103.3 mc) and presenting a complete schedule of WEEI programs 3-9 p.m. daily, was dedicated July 25. Its studio is fitted with RCA equipment and its transmitter with General Electric equipment. Top of the FM tower is 607 feet above sea level, and space is provided for construction of TV addition to tower and transmitter building if FCC Grants WEEI the CP for which it has applied, according to Harold E. Fellows, station's general manager.

Unauthorized Station

FEDERAL AGENTS put an end to the operations of an unauthorized station in Jennings, La., when they seized all of its equipment July 16. The station, operated by a young Air Corps veteran who had studied radio at a Port Arthur, Tex., school, had been broadcasting music and other entertainment for several months on the frequency of KGBC Galveston (1540 kc). No charges were filed against the operator, who used the call letters KABX. The investigation which led to seizure of the equipment was under the direction of J. H. McKinnie, FCC regional manager at Houston.

Chicago Area Gets Three Class B FMs

WEAW Switches From Class A; College Outlet Granted

THREE new Class B FM stations, including one educational outlet, were granted by FCC last Thursday for the Chicago metropolitan area. One Class B reinstatement also was approved.

New commercial Class B grant went to Lake Shore Broadcasting Co., Evanston, Ill., and new noncommercial educational grant went to Lewis College of Science and Technology, Chicago, while WEAW Evanston, operating Class A FM outlet, was authorized to switch to Class B station.

At same time Commission continued in hearing Class B request of Metropolitan Radio Corp. of Chicago since that application is incomplete, and requested information relating to new stock subscribers which has not been received by the Commission.

Facilities granted Lake Shore are Channel 300 (107.9 mc), with effective radiated power of 30 kw and antenna height above average terrain of 290 ft. Estimated cost is $40,476. Lake Shore is owned by John D. Ames, Robert F. Hurleigh and Nevin P. Neilson.

North Shore Broadcasting Co., operator of WEAW, received switch from 665 w on Channel 244 (96.7 mc) to 36 kw on Channel 286 (105.1 mc) with antenna height 240 ft. Cost estimated is $27,955.

Lewis College received Channel 226 (93.1 mc) with 34 kw and antenna 535 ft. above average terrain. Estimated cost: $72,842.

Reinstatement of construction permit for Class B FM station was granted to WJIM Inc., Lansing, Mich., and station was granted extension of completion date until Jan. 1, 1949, on condition applicant commence interim operation by that time. Firm operates AM station WJIM Lansing.

109 LIBRARIES TO GET LITERATURE ON RADIO

NAB and the Federal Radio Education Committee of the U. S. Office of Education last week announced a list of 109 libraries througout the U. S. which will serve as depositories for literature on radio broadcasting.

According to the plan, each library which agrees to serve as a depository is placed on a distribution list whereby it is automatically sent all publications of the NAB, FREC, all networks and other sources which may join in the plan.

Dispersed throughout the nation, the libraries are expected to provide easy access for reference work and research, and will serve as information centers for the many questions asked about broadcasting.

"WONDERLAND * HAS 9,000 OIL WELLS," said Alice

"And I couldn't even get a few gallons for my oil burner last winter," shivered the Timebuyer.

"Well, that certainly isn't our fault," said Alice. "Those wonderful Wonderland wells produce more than 88 million barrels of oil every year, so you can see why Wonderland folks have so much money to spend for the products they hear about on their own radio station. KBKI is the only station with all its programs designed just for them."

* WONDERLAND: the 14 rich South Texas counties where KBKI comes in loud and clear.

1000 WATTS CLASS II CLEAR CHANNEL 1070 KC.

KBKI

ALICE (in Wonderland) TEXAS

Port Huron

(*Continued from page 69*)

ers of the Democrats by an explanation that the Republicans were appearing on its regular show *Capitol Cloakroom* and that the two major parties would be represented on alternate weeks.

Democratic committee officials found consolation, also, in the fact that Rep. Estes Kefauver (D-Tenn.) was sharing the MBS Thursday night spot with Rep. Keefe.

In contrast to their demands for free time, both Democratic and Republican committee officials were meticulously, and in no apparant haste, putting the final touches on their plans for purchases of commercial radio and television time during forthcoming campaigns.

Kenneth Fry, radio director of the Democratic National Committee, was reported in New York on business last week. He announced that national publicity and radio headquarters of the committee will be moved from Washington to New York at the end of the special Congressional session.

Mr. Ingle told BROADCASTING last Wednesday that the campaign plans of the Republicans were nearing the final draft and would be announced soon.

The leadership of the Progressive Party has decided on "a concentration" in radio as the best method of bringing Henry Wallace's Presidential potentialities home to the American public, according to Mr. Frisbie.

"In this way they will hear Mr. Wallace himself and not the distortions that come from the press," Mr. Frisbie told BROADCASTING last week. He said the party leaders were not yet ready to disclose details of their plans for the use of radio in the Presidential campaign. Radio will be used "heavily," but not exclusively, Mr. Frisbie said.

Baltimore

(*Continued from page 29*)

charged with "embarrassing the administration of justice."

Meanwhile, radio was involved in another Baltimore court last week in a different type of problem when the Baltimore City Circuit Court was asked whether television comes within the legal definition of a radio broadcast.

Definition of Television

The question centers around an injunction suit filed by the Century Athletic Club against the Arena Realty Corp., New York. The club, which promotes fights in a building owned by the realty company, seeks the right to have its fight program televised and contends that television is just a development of radio broadcasting. Arena Realty, however, contends that a telecast is not a broadcast.

The court reserved decision.

RCA SCHOOL

TV Audio Problems Covered

A PROBLEM which has been disturbing many engineers recently—lack of audio quality in telecasting, was given special treatment in the week-long television technical training program held by RCA Engineering Products Dept., Camden, for 64 engineers who came from all parts of the United States, Australia, Canada and Mexico.

Lectures and demonstrations showed the engineers techniques of obtaining sound pickup of same quality as picture reproduction. Also new in the training program, which was the fifth in a series run by RCA and which more than 300 engineers have now completed, was a course in kinescopic photography and use of mobile television microwave equipment.

Use New Studios

Practical demonstrations were held for the broadcasters in the newly constructed RCA broadcast studios, finished two days before the course began. There the engineers were given an opportunity to witness television programs from control positions and were permitted to operate all equipment, including moving picture equipment.

Those attending:

Carl Olson, KLAC Los Angeles; M. J. Weiner, WNEW New York; F. S. Howes, consultant, Montreal; S. J. Raymond, WFMJ Youngstown, Ohio; R. S. Emch, WARC Rochester, N. Y.; J. J. March, WARC; F. E. Bartlett, KSO Des Moines; R. H. Musselman, WSAN Allentown, Pa.; A. Goldbach, WSID Baltimore; S. W. Hagenau, WSBT South Bend, Ind.; W. F. Keen, Andrew Corp., Chicago; F. Rich, G. U. T., Australia; R. J. Wilson, WHLD Niagara Falls, N. Y.; L. F. Guaragna, RCA Victor Mexicana, Mexico City; K. G. Marquardt, WIBW Topeka, Kan.; J. A. Flaherty, WDAF Kansas City; H. E. Goldenberg, WHB Kansas City; R. B. Spivey, WAGA Atlanta; R. E. Dodson, WAGA; Francis Miller, KOMO Seattle; S. E. Sorensen, CRI, New York; W. Lewis Evenden, WJVB Jacksonville Beach, Fla.; D. O. Reinert, RCA, Haddonfield, N. J.; Wilson Raney, WREC Memphis; Lou H. Stantz, WNBF Binghamton, N. Y.; W. J. Blackburn, CFPL, London, Ont.; P. A. Field, CFPL; R. J. Schroeder, KMA Shenandoah, Iowa; F. B. Ridgeway, WEBR Buffalo; K. C. Shirk, WIND Chicago; W. B. Smith, Government of Canada; L. L. Dawkins, WPTF Raleigh, N. C.; T. E. Campbell, WJAC Johnstown, Pa.; E. W. Miller, RCA Montreal; Ken Kendall, NFB, Ottawa; Harold Schearer, WEEU Reading, Pa.; K. D. Hewson, Kansas State College, Manhattan; J. L. Wildermuth, WADC Akron; A. W. Bock, WADC; A. W. Varner, WJW Cleveland; G. C. Roberts, WJW; H. F. Hutsman, KLAC Hollywood, Calif.; J. W. Robertson, WFMD Frederick, Md.; Wayne L. Babcock, KCRG Cedar Rapids, Iowa; Carl A. Edstrom, KSTP St. Paul; Robert W. Cross, KROC Rochester, Minn.; G. P. Hixenbaugh, WMT Cedar Rapids; Lindsey Riddle, WDSU New Orleans; John V. Leahy, RCA, Haddonfield, N. J.; S. D. Wooten, WRFC Memphis; Robert R. Sowers, WTOD Toledo; W. F. Myers, WJJD Chicago; A. Boisvert, CHUM Toronto; Charles A. Kibling, WBRY Waterbury, Conn.; Ira Kamer, Commercial Radio & Sound, New York; Arthur Hopwood, WPTZ Philadelphia; K. G. Chisholm, RCA, Toronto; M. R. Pagliarulo, RCA, Camden; George Keich, WICC Bridgeport, Conn.; Ben Adler, consultant, White Plains, N. Y.; John R. Shearer, WFIL Philadelphia; Wm. Clair, WFIL; W. J. Thompson, RCA, Camden.

Law Underway to Stop Bootleg Records in L. A.

BOOTLEG RECORDINGS of current hit tunes being sold in Los Angeles last week became the concern of the city council when it directed the city attorney to prepare an emergency ordinance ruling the practice illegal.

"Sheet music is protected by copyright, but not recordings of the same tunes," said Councilman Ernest E. Debs. "Legitimate companies may spend a fortune to get one hit—these fly-by-night firms copy only the hits, even using the name of the original recording company," he said. "County and state laws will next be sought," Mr. Debs concluded.

Film Equities Plans

FILM EQUITIES CORP., New York, producers of television programming and distributors of motion picture films, which has appointed Conti Advertising Agency, New York and New Jersey, is planning a nationwide television campaign this fall to begin about the end of September. One-minute spots and 15-minute programs will be used. Film Equities and Conti are now preparing from four to five shorts for the campaign.

Defense

(*Continued from page 21*)

and given an assignment to make a study and report on a plan for a comprehensive M-Day emergency communications system."

Congressman Priest said he understood the Signal Corps was ready to cooperate with the radio industry and other agencies in completing such plans.

Up to Congress

"The success of such a plan, however, would depend largely on the establishment of an alternate seat of government." He concluded this was a matter "only the Congress can settle."

"A bombardment of Washington not only would result in a partial or complete destruction of the seat of government," Rep. Priest continued, "but it would result in a partial or complete destruction of telephone and telegraph lines to a great extent insofar as communications with the rest of the country is concerned.

"Should such a thing happen, and without a bombproof communications center, the rest of the nation would be completely cut off from the government. It is therefore highly important, I believe, to give some attention to the development of an emergency system for broadcasting to all parts of the country."

IT'S PROFITABLE—IT'S TIME SAVING
IT'S CONVENIENT
TO PLACE YOUR RADIO AND TELEVISION BUSINESS WITH

√ **WMBG**
AM Station

√ **W** Capital **O**ld **D**ominion
FM Station

√ **W** Tele**V**isicn **R**ichmond

Virginia's ONLY Television Station
OPERATING 27 HOURS A WEEK
Is Now Affiliated with
NBC Television Network

WMBG The Station of Progress
5,000 Watts
NBC Affiliate
Represented by JOHN BLAIR & COMPANY

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC • 5000 WATTS • FULL TIME

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

District 3

(*Continued from page 22*)

Bureau did not incorporate such information in its next report.

He also reported that the next BMB reports would be put out in brochure form, instead of in statistical form. This will permit stations to hand out the material immediately after an imprinting job on the brochures. He estimated this would save the industry six months' time and $100,000.

Judge Justin Miller, president of NAB, outlined the advantages of activities and services of NAB at a luncheon meeting on Thursday. In the course of his talk, he mentioned that NAB committees work in liaison with government in many matters. One such NAB group, he reported, had been consulted by the armed services as to how soon radio stations should be taken over in case of war.

Scarcity 'Created'

"We believe we've talked them out of that," he said (see separate story). He also charged that frequency scarcity has been created by the government through unscientific allocation of airwaves. He charged that England and Russia have been grabbing off frequencies at a rate twice to three times greater than we have in this country. NAB is active in ameliorating this situation wherever possible, he indicated. He concluded his talk with a strong plea for support of the code which, he said, should be considered as legislation which would need interpretation and its terms defined.

Other Speakers

Among other speakers were Dr. Kenneth Baker, director of NAB Research Department; George D. Coleman, WGBI Scranton, Third District director; Frank Smith WBVP Beaver Falls, Pa.; Richard P. Doherty, director of NAB Employer-Employee Relations Department; Robert Gulick, national sales manager, Steinman stations; George E. Joy, WRAK Williamsport, small market stations; District Chairman Gordon Gray, WIP Philadelphia; Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Department; J. Gorman Walsh, WDEL Wilmington, Third District program chairman; Harold Fair, director, NAB Program Department; Joseph C. Burwell, WMBS Uniontown; Charles A. Batson, director, NAB Information Department; John D. Scheuer Jr., WFIL Philadelphia; Leslie W. Joy, WDAS Philadelphia; Roger W. Clipp, WFIL Philadelphia; William A. Banks, WHAT Philadelphia; Edward C. Obrist, WPEN Philadelphia.

Following adjournment of the meeting, Pennsylvania Broadcasters Assn. went into session.

VISITS AQUATENNIAL

Godfrey Stars at Minneapolis Festival; Guest of WCCO

"Skipper" Godfrey (second from l) chats with (l to r) Messrs. Jones, Wilkie and Adams.

"SKIPPER" ARTHUR GODFREY came, saw and conquered the Minneapolis Aquatennial, summer festival held in the Twin Cities late last month. At the invitation of Cedric Adams, commentator on WCCO Minneapolis, Mr. Godfrey arrived in Minneapolis Friday, July 23, and began a heavy schedule of appearances arranged by Merle Jones, WCCO manager, and Gene Wilkey, program director.

A large crowd greeted the CBS star at the airport where he was presented a Skipper cap by the Aquatennial queen and made alderman at large during a WCCO broadcast. Following day he made numerous public appearances including visiting Mr. Adams' *Noontime News* before heading the two-hour long Aquatennial parade. At the Minneapolis Auditorium Saturday night, before a crowd of 11,000, Mr. Godfrey headlined a two-hour Aquatennial radio show, pulling such stunts as shining the shoes of Harold Shafer, one of his sponsors, after the latter had presented checks to amateur winners. His visit was given wide coverage by the Minneapolis *Tribune* and *Star*.

Hollywood Film Package Firm Expanding Services

SURVEY of various looming video markets, with view to establishment of nation-wide sales organization, is being undertaken by Television Reporter Productions, Hollywood, according to Clete Roberts, president.

Heretofore aiming at packaging exclusively, firm is now extending to film sales and service for agencies unable to obtain commercial film spot production in their areas. Richard Krolik, general manager, is currently on tour of South and Southwest markets with samples of various Hollywood producers' output.

Among cities to be covered are Albuquerque, Ft. Worth, Dallas, Houston, New Orleans, Memphis, Oklahoma City and Tulsa. In all of these cities commercial television stations are expected to be telecasting within six to eight months.

FILM which was to be based upon the murder of CBS correspondent George Polk, has been indefinitely postponed by Jackson Leighter, producer. He explained action based upon State Dept. hope that any such film based upon the incident be postponed until case has been solved or officially closed.

WGN Staff Realignment Announced by Schreiber

REYMOND TAYLOR, superintendent of announcers at WGN Chicago, the *Chicago Tribune* station, has been named traffic manager, Frank P. Schreiber, manager, announced late Thursday.

Mr. Schreiber also disclosed that Milton Newton, a WGN veteran of 13 years, and Louis Petyko had been named assistant traffic managers, and Frank B. Boliaux and Robert Irving, traffic supervisors. Estelle Barnes, a member of the staff of WGNB, the *Tribune's* FM station, since 1940 and recently program manager, has been placed in charge of the WGN transcription library.

Meanwhile, Robert F. Hurleigh, station news director, reported he had added two on-the-air newsmen to his staff. They are Jesse M. Watkins, former New England and Chicago newspaperman, and Robert R. Siegrist, formely with the *Waukegan* (Ill.) *News-Sun*.

Mr. Taylor has been with WGN since 1940 with the exception of four years spent with the Air Corps.

Rep. L. B. Johnson Faces Runoff in Texas Contest

REP. LYNDON B. JOHNSON (D-Tex.), whose wife, Claudia, owns KTBC Austin, Tex., CBS outlet, faces a runoff in a second primary Aug. 28 against Coke Stevenson, former Texas governor.

Congressman Johnson and Mr. Stevenson are both seeking the Senate seat vacated by Sen. W. Lee (Pappy) O'Daniel, who did not run for re-election. The Democratic aspirants were thrown into a runoff primary when an estimated 1,214,000 votes were cast in the first primary July 24, reportedly one of the largest turnouts in the history of Texas. George Peddy of Houston and eight other candidates were considered out of the running following earlier tabulations.

Polk Investigation

A COMPLAINT to Greek Government officials on the inquiry into the death of George Polk, CBS correspondent, is reported to have been made by Maj. Gen. William J. Donovan, former chief of the Office of Strategic Services and now special counsel to a committee of the Overseas Writers' Club. Gen. Donovan's complaint charged that the police investigation into the crime is too one-sided. At this point the investigation is reported to be centered on trailing Communist suspects with little attention being paid to the possibility of Right Wing plotters having committed the crime. Although Gen. Donovan is reported to have no views as to who committed the crime, he is said to be pushing for an investigation of all sides.

Dr. Andrew

(*Continued from page 22*)

severe depression, or war. These possibilities are disregarded in this study, and if one of them occurs, the conclusions herein will be invalidated.

Note that the significant predictions in this study are stated in *gross billings broadcast*. The money which actually reaches the radio station is substantially less, due to frequency discounts, agency discount, and similar items.

Method of Calculation

Table I shows the complete calculations used in this study. The sources of data and the steps in the calculation in the order they occur are as follows:

Column (2) *population*, both past and future, is taken from publications of the U. S. Census Bureau. Figures refer to continental United States, including armed forces, but exclude armed forces overseas, and exclude territories and possessions. The higher of alternative estimates has been used. The Bureau of Census estimates of changes in the last two years show a rate higher than their own high estimate.

The method used in this calculation assumes that, in addition to other factors affecting the income of broadcast stations, it will vary directly with population.

Disposable Personal Income

Column (3) *disposable personal income* is obtained from the U. S. Department of Commerce for 1947 and earlier years.

Column (4) *disposable personal income per capita* for past years is derived by dividing Column (3) by Column (2).

Column (4) for the future, 1948 and later, is assumed to remain constant at the 1947 value, which is $1,222. This is not presumed to be a fact, but is a mathematical convenience which permits all future data to be measured in terms of 1947 dollars, and therefore permits us to reach useful conclusions without speculating on the subject of future inflation.

Column (3) for the future is derived by multiplying Columns (2) and (4).

The FCC report gives data on *gross billings broadcast* and *gross billings newspaper*. From this source we get data for past years for column (5) *gross billings broadcast* and Column (6) *gross billings broadcast and newspaper*. The sources used by the FCC have provided more recent data for 1947 and slight revisions for 1946.

Predicting Future Revenue

The next objective is to predict future revenue of the advertising industry. Only the media broadcast and newspaper are considered, since the FCC report shows relative independence of the income of magazine advertising and other media, and clearly shows close inter-relationship between the broadcast and the newspaper industries.

Our calculation skips over the fact that *gross billings broadcast and newspaper* is a percentage of all advertising, all advertising is a percentage of retail sales, and retail sales is a percentage of *disposable personal income*. We jump directly to Column (7) *gross billings broadcast and newspaper in percent of disposable personal income*.

Column (7) for past years is the ratio of Column (6) to Column (3).

The values in Column (7) for future years are simply the writer's estimates, based on the trends and factors fully discussed in the FCC report. The major factors are an increase of advertising to "normal" as we get out of a war economy and a postwar boom, plus a small long-time increase in advertising. Note that there is no assumption that advertising will reach the relatively high position which it occupied during the years of the great depression.

Column (6) for future years is next computed by multiplying Column (3) by Column (7).

In Column (8) we again have a ratio, *gross billings broadcast in percent of gross billings broadcast and newspaper*. For former years, this is derived by taking the ratio of Column (5) to Column (6).

Future Years Extrapolation

In Column (8) for future years, the values shown are again simply the writer's judgement, based on extrapolation of the past trend and on consideration of generally known facts of the industry.

Column (5) may now be completed for future years by multiplying Columns (7) and (8). Here we have the end results of this study, a prediction of the future revenue of the broadcast industry.

The revenue shown in this estimate is the revenue of the entire radio broadcast industry, including standard broadcast, FM, television, facsimile, and any new forms of domestic broadcasting which may develop.

Acknowledgement

Information and other assistance necessary for this study came from several sources, primarily the Federal Communications Commission, the National Assn. of Broadcasters, and *Printer's Ink*. Grateful appreciation is expressed for the the assistance received, and for the right to reproduce under copyrights held.

Ten Minute TV

FOLLOWING a practice used by TV stations in other markets, WSPD-TV, Fort Industry Co.'s television station in Toledo, is establishing ten minutes as the basic time segment for local programming. Pattern is being drawn up by Production Director Steve Martin.

Philco Promotion Award Winners Given Trophies

COMPETING against each other, as well as against other Philco distributors throughout the country, the two divisions of the Joseph M. Zamoiski Co. (Baltimore and Washington) finished in a dead heat and received duplicate awards from the Philco Corp. for "most consistently and most effectively advertising and merchandising Philco products."

Identical trophies were presented by Philco to the Baltimore and Washington divisions of Zamoiski [BROADCASTING, July 12]. Agency for the Zamoiski firm in Baltimore is Harry J. Patz Co. Inc. In Washington the firm is represented by Kal, Ehrlick and Merrick.

TV Aids Search

TELEVISION last week took up the search for a 9-year-old Chicagoan missing from his home since July 2. WBKB, the Balaban and Katz station, aired a picture of sandy-haired John Navickas Jr. and asked all televiewers to be on the alert for the missing boy. It was reportedly the first use of TV in the Chicago area to aid in the search for a missing person.

for more than fifteen consecutive years
THE KROGER CO.
has been advertising on station*
WMC MEMPHIS

NBC AFFILIATE

5,000 watts day and night, 790 kilocycles. National representatives, The Branham Company. Owned and operated by the Commercial Appeal.

* *A "selective" advertiser with more than 5,856 quarter hour programs during this period.*

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

KGW NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TV INDIAN SIGN

By JOHN J. BARRY
Vice President
National Shawmut Bank of Boston

ENTRY of The National Shawmut Bank of Boston into television is described by John J. Barry, vice president in charge of advertising and publicity. A forward looking institution, the Shawmut Bank long ago dropped the "tombstone" advertising techniques used by many service organizations and adapted for banking the type used by soups and soaps. The bank now scores another first, becoming one of the first to enter television on a major scale. At present it has one of the heaviest telecasting schedules in Boston.

WHAT TELEVISION as an advertising medium can do for banks is a question which has not as yet been answered. But one bank in the United States—The National Shawmut Bank of Boston—is on the way to finding that answer.

With the advent of telecasting in Boston on June 9, the National Shawmut Bank launched three programs, two of the newsreel variety and one a feature motion picture. The commitments by the bank constitute the heaviest telecasting schedule in Boston, not excepting network sponsorships.

Financial Circles Interested

The entrance of a bank into this new medium on such a scale has occasioned nationwide curiosity in financial circles and the experiment has also been the subject of inquiry from the broadcasting industry, inasmuch as service organizations have not as yet turned to television.

As a cursory glance at sponsored television programs will reveal, the medium is now being generally used to demonstrate package goods, soaps, oils, drug products, automobiles, cheese, cigarettes; articles which can be pictured on the home receiver and the uses of which can be demonstrated.

Banks have no package to sell, unless it is money, but more than 14,000 banks in the United States have this package so that no bank can stake out an exclusive claim to money as a package. Banks do, however, have a variety of services to sell and it is in the field of demonstrating individual services that the National Shawmut Bank takes the position that television offers a unique opportunity. By the same token, television as a medium provides something which other service organizations have lacked in the past, a method of demonstrating service, so that it is the theory of Shawmut that in pioneering today the bank is pointing the way to an entirely new way of selling banking.

Accustomed to Pioneering

Pioneering in new fields is not an overnight whimsy of Shawmut. Thirty years ago Shawmut became the first institution to finance the purchase of automobiles on the instalment plan. Shawmut introduced the special-checking-no-minimum-balance account to Boston. Shawmut opened and operates the only airport bank in New England at Logan International Airport in Boston. Shawmut pioneered in the introduction of drive-in offices and in a city where off street parking is a major traffic problem, Shawmut now furnishes drive-ins with parking facilities in nine of its 27 locations.

Shawmut's entrance into the field of television advertising was accompanied by a newspaper and direct mail promotional campaign offering instalment plan financing to purchasers of television receivers, a plan based on the automobile financing plan inaugurated 30 years ago and still one of the outstanding operations of this kind in America.

Many years ago Shawmut departed from what has been aptly called "tombstone advertising" and adapted to banking the techniques used in selling soups and soaps. This Boston bank is a liberal user of spots on the network affiliate stations of AM radio in the area and has for 10 years presented its own sponsored programs. The program now topping the list is a news commentary, *Frontline Headlines*, presented by John J. Barry, vice president and advertising manager of the bank, thrice weekly over stations WBZ, WBZ-FM and WBZA. That program, now on the air for eight years, has won three regional awards, one from the DuPont and two from the George Foster Peabody Foundation.

Began Year Ago

With this background of radio advertising, Shawmut began preparations for television more than a year ago. Walter S. Bucklin, president of the bank, took personal charge of the research and experimentation and with T-Day the bank entered the video field. The major presentation sponsored by Shawmut is a series of hour and a half feature motion pictures produced by Alexander Korda. That series was obtained in London by WPIX, the *New York Daily News* station, and made available for local sponsorship. The Korda films are presented in the *Shawmut Home Theater*, from 9:00 to 10:30 Sunday nights.

News Reels Included

There are two news reel presentations on the Shawmut schedule: one a 10-minute news reel screened every regular television night at 7:20, just preceding network time, and the other a Sunday night presentation of 10 minutes at 7:50, which is in network time, but necessarily so since it reaches the Boston transmitter by micro-wave.

The nightly news reel has been titled *Shawmut Nightly Newsteller*, while the Sunday presentation is called *Shawmut Sunday Newsteller*. The nightly is produced by International News Service under the copyrighted title of Telenews, while the Sunday reel is an NBC digest of news reel highlights of the week. With three different shows on the air Sunday night, Shawmut virtually dominates Boston television that evening.

Shawmut's Showing

The purchase of program material knows no limitation beyond budget restrictions. While good programs are admittedly few and far between, Shawmut feels it has a creditable showing. But in the field of commercial production the sky is the limit for ingenuity, creative thinking and adaptation of selling tools to this new medium.

The Shawmut, like all other advertisers, will be experimenting for some time to come on commercials.

Mr. Bucklin, the bank's president, delivers a message.

* * *

Today's production will not be revealed until it reaches the home receivers. At present, Shawmut is concentrating on registering its trade mark and identifying sponsorship of its programs by means of video, with audio carrying the commercial messages. A marriage of video and audio to do the dual job of identifying the sponsor and selling the service is the ideal sought.

Trade Mark Emphasized

In its present schedule Shawmut is emphasizing its internationally known trade mark, the bust of an Indian chief of the tribe of Shawmut. (Shawmut was the Indian name for Boston.) Opening commercials on the three bank presentations are presented against identical background material, with the titles flashed over this background on cellulose acetates.

As the show hits the receiver the Shawmut Indian bust, dramatically lighted, appears. Over the bust there then appears to the home audience a "cell" reading "A National Shawmut Bank Feature."

WTAR
WTAR-NORFOLK sets your sales and profits a-zooming . . . because:
NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940 . . . 43% MORE customers, 61% MORE new households to supply, says Bureau of Census. And . . . WTAR keeps right on delivering the BIG share of this healthy market.

NBC AFFILIATE
5,000 Watts, Day & Night
Operator WTAR-FM
97.3 Megacycles
norfolk
Nat'l. Rep.: Edw. Petry & Co.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day
&
Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

As that registers the Indian bust dissolves into a live Indian who looks from side to side, raises a bow and shoots an arrow into the audience. The live Indian then freezes and dissolves back into the bust. Over the bust a "cell" gives the title of the feature, viz, *The Shawmut Nightly Newsteller.*

Flashing Sign Used

In the closing commercial the video treatment is similar but with the addition of 15 seconds of a neon sign reading "National Shawmut Bank" flashing over the Indian bust; and two scrolls, one conforming to Federal Deposit Insurance Corporation requirements and a final scroll identifying the film, "This feature was presented by the National Shawmut Bank, one of Americas largest and strongest banks."

For the news reel presentations the opening commercials run 30 seconds and the closing commercials from one minute to one minute and 15 seconds. In the Korda films presented in the *Shawmut Home Theatre,* five and a half minutes are allowed for commercials.

The opening follows the theme of the other shows, but in identification of the feature the camera is focused on a still of a family group looking at a television receiver. The camera "zooms" to the screen where the word "Shawmut" appears on a "cell." Camera then dollies back and the words "Home Theatre" appear on a "cell" projected against the background of the family audience. That treatment is followed by a screen-size "cell" which folds over, as one might turn the page of a book, to read "Shawmut Home Theatre" full size.

Officers Presented

For the middle commercials the bank is, during the summer months, presenting Walter S. Bucklin, president, and Vice President Barry, on alternate Sunday nights. These commercials are on sound film with the bank's officers extending a welcome to the audience and incidentally extending an invitation to the viewing audience to visit the bank.

A "CELL" superimposed on Shawmut's Indian symbol identifies the telecast.

In the closing commercial the Indian trade mark theme is again used, followed by a trailer, which runs one minute and a half, giving spectacular shots out of next week's production. The trailer is a typical "coming attractions" commercial and is supplied by Korda. In the remaining audio treatment the Indian is accompanied by electrically transcribed tom-tom effects and musical themes which carry through both the commercials and the *Nightly Newsteller* presentations.

News on Film

The *Nightly Newsteller* is delivered to the sponsor with sound on film where speakers appear such as Governor Dewey or President Truman. The balance of the reel is voiced by a station announcer reading from script supplied by International News Service and accompanying each film.

Commercial production for these inaugural showings was done in Boston at the Joseph Dephoure Studios, commercial motion picture photographers who do staff work and news reels for Westinghouse Radio Stations in the city. Doremus and Company is advertising agency on the account and all commercial production is under the supervision of Walter S. Bucklin, president; John J. Barry, vice president; Richard C. Williams and William J. Hayes, advertising assistants.

Live Indian

The live Indian used in the commercials was secured from Rogers Models, a Boston agency. Arch McDonald of Westinghouse, a former winner of the H. P. Davis Award, is specified announcer on all Shawmut programs, both TV and AM. Ralph Griffin is producer of TV and Norah Adamson, film editor. Avner Rakov and Stephen Burke are musical directors.

The Shawmut Bank is writing contracts for 26 week cycles, (52 weeks for the Korda films) with renewal options.

Aid Boys' Clubs

BOYS' CLUBS in the District of Columbia area are receiving the all-out support of Greater Washington stations. WBUZ(FM) in nearby Bradbury Heights, Md., sponsored a six-day street-side "pitch" for the District's Junior Police and Citizen's fund raising campaign. From a specially-constructed booth in down-town Washington, Announcer Paul Palmer offered to play for passers-by any record for a donation to the drive. Hour-long daily show featured personalities from civic life and from stage and screen, and was relayed to WBUZ for airing. Drive to raise funds to send 2,900 members of Boys' Club of Washington to summer camp was sponsored by WOL Washington and American Legion. Contributions were solicited by WOL over its various programs which feature such personalities as Mike Hunnicutt, Art Brown, Bob Knight and Meredith Young. WOL and various Legion posts acted as collection centers.

To Make TV Film

STUDIO production of television film in San Antonio is being planned by Ralle United in that city. Initial filming is to begin in October, according to Ralph A. Ralle, head of the Texas film firm. In Hollywood to purchase equipment for expanded operations, Mr. Ralle is understood to be negotiating with Western Electric for extensive facilities. Firm has been producing standard motion pictures at its San Antonio location, with predominant emphasis upon westerns.

Radio Locates Missing Persons Across U. S.

FROM California to Maryland to Texas radio is aiding in locating missing persons—and in record time. In San Leandro, Calif., KVSM reports that it took that station just 30 seconds to find a five-year-old girl for whom police had been searching six hours. While friends and police searched for the child, a neighbor called KVSM and gave a brief description to the announcer, who interrupted the program with the announcement. Before he finished talking, a call was received from a high school "baby sitter" who was listening. She was keeping another child and the missing girl had wandered in and joined them.

Paul Roy Gowen, who emcees *Dawn Patrol* over WARK Hagerstown, Md., reports that at 7:50 a.m. he received a call giving the description of an eight-year-old boy who was the object of a police search. Mr. Gowen aired the report at 7:55 and by 8:25 a.m. the boy was safe at home, found by a WARK listener. Down in Edinburg, Tex., KURV took just 11 minutes to find a missing 80-year-old man. Police called the station at 8:58 a.m. asking that a missing persons report be aired. The announcement was made at 9:06 and at 9:17 the man was located.

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

Now...
YOU CAN COVER
THE QUAd-Cities
LIKE AN ECLIPSE
WQUA
AT LOCAL STATION RATES
WQUA is *powered* and *programmed* for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, *of, by* and *for* its more than 200,000 people. Spotlighting their intense local interest in sports (*WQUA carried more than 200 play-by-play broadcasts in its first year!*), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
A 200,000 Market
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
"The QUAd-Cities' Station"
WQUA
RADIO CENTER
MOLINE, ILL.
REPRESENTED BY
T • H • S
RADIO SALES
FULL TIME • MUTUAL BRUFF W. OLIN, Pres., Gen. Mgr.

Sees TV Set Production As 1,500,000 in 1949

VICTOR EMANUEL, president of Avco Mfg. Corp., in a news letter to stockholders, predicted that 1949 television receiver output would reach the 1,500,000 mark, as compared with an estimated 700,000 in 1948, and less than 200,000 in 1947.

Mr. Emanuel declared that Avco's Crosley Division will produce more than 175,000 video receivers next year. Current production is 250 sets daily, and with the completion of new facilities next month will reach the 10,000 sets-a-month figure.

PRESENT for first of series of tours by agency timebuyers through studios and transmitter plant of WFAS and WFAS-FM White Plains, N. Y., were (l to r): Sterling Beeson, Headley-Reed Co. (WFAS national representative); MacDonald Dunbar, Ted Bates Inc.; Jayne M. Shannon, J. Walter Thompson Co.; Gertrude Scanlan, BBDO; Frank Coulter Jr., Young and Rubicam; Carolyn Turner, Young and Rubicam; Mary Ellis, BBDO; Linnea Nelson, J. Walter Thompson Co.; Frank M. Headley, Headley-Reed Co.; James Luce, J. Walter Thompson Co.; Elenore Scanlan, BBDO; Lorraine V. Ruggiero, Young and Rubicam; Frank Silvernail, BBDO; Norman Chester, BBDO; William Faber, Headley-Reed Co.; Arthur Pardoll, Young & Rubicam. Similar tours are planned for other timebuyer groups, the WFAS management states.

Adopt Student

ENGLISH engineering student, one of the 73 foreign students studying at Massachusetts Institute of Technology this summer, has been adopted by WCOP Boston, which sponsored his trip to this country. The student, Geoffrey Munday, was interviewed in London before leaving by a newsman of the BBC and the shortwave transcription was aired by WCOP, to give the attitudes and ideas of the country by a British student and what he expected to see and learn in America. The station is following Mr. Munday's progress closely during his stay, airing frequent interviews. Just before he returns to England at the end of his 14-week course, WCOP will broadcast a review interview, comparing excerpts from the first interview with his final conclusions.

Mr. Vincent Bliss
Earle Ludgin & Co.
Chicago 1, Ill.

Dear Vincent:

Erik Paige, WCHS Sports Director, had an 'sclusive interview with th' 'portant men in Charleston's new baseball team . . . I heard they wuz lookin' fer a clean-up man and applied . . . They refused me sayin' I wuzn't quite th' kind of clean-up man they had in mind . . . But, speakin' o' teams, WCHS is the radio station to have on yer advertisin' team in West Virginia . . . 5000 watts at 580 with CBS is an all-star combination that really makes a hit. yrs.
Algy.

WCHS
Charleston W. Va.

PROTEST TO KRUG
WTOP Crew Refused Permit For Monument Broadcast

WTOP WASHINGTON, D. C., protested to Secretary of the Interior Julius A. Krug last week the action of a member of the Washington Monument staff who refused admission to the station's broadcasting crew on grounds that the purpose of their visit was to obtain material for a commercially sponsored news program.

Maurice B. Mitchell, WTOP general manager, explained the incident in a letter to Mr. Krug. He explained that the crew's purpose was to make tape-recorded interviews with visitors for use later that day on *City Desk*, a local news program sponsored by Shell Oil Co., Monday through Saturday, 6:40-6:45 p.m. Mr. Mitchell said that at the same time his crew was barred, free access was given several representatives of Washington newspapers who were also obtaining interviews, presumably for news stories in connection with the Monument celebration.

NAB Pledges Aid

Mr. Mitchell said that WTOP "does not concede that the contents of its news broadcasts differ in any way from the contents of any other means of news dissemination purely because of the fact of sponsorship." Sale of commercial time on a news program, said the WTOP manager, in no way infers that the reporters for the broadcast are in the employ of anyone except WTOP.

Later, Mr. Mitchell met with NAB officials who advised him on the procedure for obtaining remedial action. The association also promised assistance at the proper time in getting restrictions removed for free access to news.

Film Negotiations

NETWORKS and stations are currently negotiating for various films recently purchased by Tomy Anguish, Hollywood film man, and Atlas Television Productions, for estimated $358,000. Included in mass buy are 787 shorts, according to Mr. Anguish, plus 51 old "Hopalong Cassidy" features. No markets have yet been signed.

Waring for Wax

S. C. JOHNSON & SON, Racine, Wis. (wax) signed Thursday for 52 weeks of the half-hour *Fred Waring Show* on Mondays and Wednesdays effective Oct. 4. The show will be aired on full NBC network and CBC. Johnson is currently sponsoring Mr. Waring Monday through Friday, 9 a.m. (CDT) on its summer schedule. Company will sponsor *Fibber McGee and Molly* as well, beginning Oct. 5. Needham, Louis and Brorby, Chicago, is the agency. American Meat Institute sponsors the Waring show Tuesdays and Thursdays, and the Minnesota Valley Canning Co. Fridays.

MIDGET AUTO RACES at Yellow Jacket Speedway, Philadelphia, are being televised by WFIL-TV Philadelphia this year on Mon. 9:30 to 10:45 p.m. Telecasts, featuring semi-final, final and consolation races, present Sherry O'Brien, midget auto racing authority, as announcer.

WBRC Holds Its Second Annual Shut-in Party

PARTY GUESTS arriving in ambulances, wheel-chairs, and on crutches are a familiar sight in Birmingham, Ala., where each year WBRC sponsors a "Shut-In Party." Second annual affair was held this year at the request of last year's guests. Some 150 guests, most of whom had been confined to beds and indoors from one to 30 years, gathered in the club house at the city park to enjoy entertainment by station personnel.

Free transportation was furnished by taxi and ambulance companies of the city, and gifts and refreshments were provided by local companies. Station talent provided a two-hour disc and live show, part of which was aired over WBRC.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, June 30	246
Number of network commercials starting during July	7
Number of network commercials ending during July	12
Number of commercials on the four nationwide networks, July 31	241

July Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Arabian American Oil Co.	The Hope of Peace	ABC	Sun. 6:30-6:45 p.m.	Kudner Agency
S. C. Johnson & Son	Dizzy Dean	NBC	Sat. 5-5:15 p.m.	Needham, Louis Brorby
P. Lorillard Co.	Stop the Music	ABC	Sun. 8-8:15 p.m.	Lennen & Mitchell
National Aniline Div. of Allied Chemical & Dye	Stop the Music	ABC	Sun. 8:15-8:30 p.m.	Maxon Inc.
Seeman Brothers	Buddy Weed Show	ABC	Sat. 11:45-12 noon	J. D. Tarcher
R. B. Semler Co.	Billy Rose	MBS	Mon.-Fri. 8:55-9 p.m.	Erwin, Wasey
Serutan	John B. Kennedy	MBS	Mon.-Fri. 12:15-12:30 p.m.	Roy S. Durstine

July Deletions

American Oil Co.	Professor Quiz	ABC	Sat. 10-10:30 p.m.	Joseph Katz & Co.
Barbasol	Billy Rose	MBS	Tues. & Thurs. 8:55-9 p.m.	Erwin, Wasey
Bosco Co.	Land of the Lost	ABC	Sat. 11:30-12 noon	McCann-Erickson
Centaur	Molle Mystery Theatre	NBC	Fri. 10-10:30 p.m.	Young & Rubicam
Hires Inc.	Here's To You	CBS	Sun. 5:15-5:30 p.m.	N. W. Ayer
Kellogg Co.	Breakfast in Hollywood	ABC	Mon.-Fri. 11:15-11:30 a.m.	Kenyon & Eckhardt
Kellogg Co.	Galen Drake	ABC	Mon.-Fri. 11:30-11:45 a.m.	Kenyon & Eckhardt
P. Lorillard	Old Gold Show	CBS	Fri. 9-9:30 p.m.	Lennen & Mitchell
Pharmaco	Official Detective	MBS	Tues. 8:30-8:55 p.m.	Ruthrauff & Ryan
Sterling Drug	Waltz Time	NBC	Fri. 9:30-10 p.m.	Dancer-Fitzgerald-Sample
Toni Co.	Breakfast Club	ABC	Mon.-Fri. 9-9:15 a.m.	Foote, Cone & Belding
Washington Co-op Farmers Assn.	Jack Gregson Show	NBC	Sat. 9-9:30 a.m.	Pacific Natl. Adv. Agency

July One-Timers

Ballentine	Ike Williams-Beau Jack Fight	MBS	July 12 10:30 p.m.	J. W. Thompson
Gillette Co.	All-Star Baseball Game	MBS	July 13 2:15 p.m.	Maxon Inc.

'LONE RANGER' TITLE SHIELDED BY COURT

INJUNCTION said to have broad implications in radio and show business was issued last week in Scranton, Pa., by Federal Judge John W. Murphy of the state's Middle District Court. Order restrains Earl W. Currey, rodeo performer, from simulating and capitalizing on the ABC *Lone Ranger* character.

Injunction was granted on petition of The Lone Ranger Inc., Detroit, owner and producer of the program which is sponsored on 175 American outlets, Mon.-Wed.-Fri. 7:30-8 p.m. by General Mills. The suit had been filed some months ago against Mr. Currey and his agent, Jack Smith, after the performer had made repeated appearances at rodeos and carnivals under the name of "Lone Star Ranger," riding a white horse and wearing western costuming similar to those of the radio and movie Lone Ranger.

In granting the injunction Judge Murphy held the defendants were guilty of unfair and inequitable trade practices. Messrs. Currey and Smith had filed a counter-claim for damages against The Lone Ranger Inc. but the court held proof was unsatisfactory and if the claim was to be pressed more testimony would have to be offered.

Operation Emergency in Use at KBTM Jonesboro

ROLE of radio in any emergency is a well planned system at KBTM Jonesboro, Ark., which sets up what it calls "Operation Emergency."

When word was received of a severe butane gas explosion at Pocahontas, 40 miles from Jonesboro, KBTM Manager Jay P. Beard geared his entire staff for action and service. Remote equipment and personnel were dispatched to the scene while news was received by telephone. Simultaneously, he alerted St. Bernard's Hospital in Jonesboro, five funeral homes where ambulances were in readiness, police and fire departments and state police. Personnel at the studio were reshuffled to fill in for the remote crews and regular features were recorded for playback later. Remote broadcasts, including interviews with the mayor, chief of police. Army and Red Cross officials and eyewitnesses, were aired while transcriptions were made for later use.

When the emergency was over, Manager Beard called a staff meeting to go over accomplishments and determine what could have been accomplished and might have been overlooked—preparation for the next "Operation Emergency."

PARTICIPATING in the centennial celebration of Syracuse, N. Y., Chuck Acree and cast of WBBM Chicago's "Hint Hunt" will broadcast from that city week of Aug. 18. Show will be aired from Milwaukee during week of Aug. 23 as part of Wisconsin State Centennial.

MITCHELL TO NAB

Named Broadcast Advertising Head

MAURICE B. MITCHELL, general manager of WTOP, CBS' 50-kw outlet in Washington, D. C., was named last week to the coveted post of director, NAB Dept. of Broadcast Advertising. The post has been vacant since last February when Frank E. Pellegrin resigned to take over operation of KSTL St. Louis.

Names of possible appointees had been discussed a fortnight ago at a meeting of the NAB Sales Managers Executive Committee called by NAB President Justin Miller [BROADCASTING, July 26] but no announcement was made at that time.

Mr. Mitchell at 32 is one of the youngest station managers in the country. He was boosted to the top spot at WTOP six months ago when Carl Burkland, then manager, was named general sales manager of CBS Radio Sales in New York. At the time Mr. Mitchell had just completed seven days as a salesman for Radio Sales in New York when he was brought back to Washington to replace Mr. Burkland.

With the purchase of control of WTOP by the *Washington Post*, now awaiting FCC approval, John S. Hayes, general manager of the *Post's* WINX, will become WTOP manager. Mr. Mitchell had been importuned by CBS to return to New York headquarters in a television sales capacity.

Before assuming the managership, Mr. Mitchell had served two years (1946-1948) as WTOP sales manager and the year previous to that as press and sales promotion manager of the station.

During the war Mr. Mitchell served in the Army's Armored Command as an expert in tank-infantry communications. He received a spinal injury and was mustered out.

Mr. MITCHELL

His experience before the war was mostly on newspapers. Some of the positions he held were national sales and sales promotion manager for the Rochester *Times-Union*; advertising manager of the Gannett newspaper in Ogdensburg, N. Y.; head of the Gouverneur, N. Y., *Tribune Press*, for which he received a New York Press Assn. award for the best written weekly and a national NEA award for advertising excellence.

Text of WTVJ Revocation

FOLLOWING is text of FCC order revoking construction permit of television station WTVJ Miami (see story page 24):

At a session of the Federal Communications Commission, held at its offices in Washington, D. C., on the 29th day of July, 1948;

The Commission having under consideration certain information and documents obtained in the course of an investigation by the Commission of the affairs of Southern Radio and Television Equipment Company, permittee of the above station; and,

IT APPEARING, that the Commission, on March 12, 1947, granted the application of the said Southern Radio and Television Equipment Company for construction permit for a new television station (WTVJ) on Channel 4, Miami, Florida, said grant being made without hearing and on the basis of representations made by applicant in its application to the effect that, among other things, stockholders Venn, Nelson and Claughton would finance applicant, that for that purpose applicant had available for deposit to its account, upon grant of the application, bank checks of the aforesaid stockholders in the total amount of $214 000, and that stockholder Venn, by reason of his ownership of a majority of the voting stock would control applicant; and

IT FURTHER APPEARING, upon examination of the information and documents obtained in the aforesaid investigation, that the above checks in the amount of $214,000 were never deposited to permittee's account after grant, that in fact permittee has never had such an account, that stockholder Claughton, about or during May 1947, withdrew from permittee and upon withdrawal had returned to him his checks in the total amount of $213,660, that about or during May 1947 the aforesaid Venn relinquished his control over permittee to Wolfson-Meyer Theatre Enterprises, Inc., Miami, Florida, and finally, that the aforesaid Southern Radio and Television Equipment Company, despite the above changes in its financing and control, forwarded to the Commission on July 6, 1948, statement (Commission Form 323), dated as of December 31, 1947, to the effect that the same ownership and financing of permittee obtained as did at the time of filing of its original application for construction permit; and

IT FURTHER APPEARING, that Southern Radio and Television Equipment Company knowingly concealed from the Commission material facts relative to its ownership and financial status and has, in addition, made affirmative misrepresentations of facts to the Commission;

IT IS ORDERED, that pursuant to Section 312(a) of the Communications Act of 1934, as amended, the construction permit which authorized Southern Radio and Television Equipment Company to construct and operate station WTVJ, BE, AND IT IS HEREBY REVOKED, effective 12 o'clock, midnight, E.S.T., August 30, 1948. Pursuant to the provisions of said Section, written application may be made to the Commission on or before August 20, 1948, for a hearing upon this order, and upon the filing of such written application this order of revocation shall stand suspended until the conclusion of said hearing.

D. H. HARRIS RESIGNS FOR KENTUCKY POST

DESMOND H. HARRIS, FCC engineer who has served as liaison between the Engineering Bureau and the Civil Aeronautics Administration for the past two and a half years, resigned last week to join Radio Kentucky Inc. as technical director of WKYW Louisville and its associated stations.

The other stations are WXGI Richmond, Va.; WWSO Springfield, Ohio, and WXLW Indianapolis, Ind. Mr. Harris will have headquarters at Louisville. With FCC since December 1945, he has had many years' radio experience in the broadcasting and designing fields.

Before joining FCC he was in the Army Signal Corps for approximately four years, winning several commendations for designing and constructing equipment.

S. A. Cisler Jr., is a principal stockholder, vice president and operations manager of Radio Kentucky (WKYW) and is identified with the ownership of the associated stations. Mr. Harris relinquished his FCC post last Friday and plans to take up his new duties about Sept. 1.

Paul Smith Organizes Ad Agency in New York

PAUL SMITH ADV. Co. Inc., New York, has been formed at 23 E. 67th St., New York, to handle general advertising.

Paul Smith, former art director of the D'Arcy Adv. Co., New York, is president; Jefferson Texter, former production and creative director for New York Subways Adv. Co., is vice president. Robert Smalley, former copy chief at Lennen & Mitchell, New York, is treasurer of the new firm.

Facsimile Warnings

COMPLIANCE with new commercial facsimile standards were requested by FCC last week in orders granting WCAU-FM Philadelphia and WBBB-FM Burlington, N. C., final 60-day extensions to operate with narrow-width 4.1 inch paper. Double that line width is new requirement. Stations were advised no more extensions for 4.1 inch operations would be granted. Both outlets are using Alden Products Co. narrow width equipment.

WHN Gets Dodgers

WHN New York, which began broadcasting games of the Brooklyn Dodgers seven years ago, is slated to round out another three years, effective with the signing last week of exclusive broadcasting privileges to all home and out-of-town games of the ball club. The contract covers 1949-1951. Currently, Dodger games are jointly sponsored by P. Lorillard Co. (Old Gold Cigarettes) and Post Cereals Division of General Foods Corp.

FUNDAMENTALIST FURY

Smith Turns to His People

EVANGELIST J. Harold Smith, whom ex-Comr. Clifford J. Durr called unfit to continue operation of WIBK Knoxville, Tenn., [BROADCASTING, July 5], has taken the case to his people. And his people are rallying to the crusade.

Last week in *Your Good Neighbor*, Rev. Smith's monthly religious newspaper, the Fundamentalist minister denounced the recommended decision handed down by Comr. Durr on his next-to-last day in office, June 29. He challenged "anyone to prove that we have not operated the station in the public interest, convenience and necessity of the area covered by WIBK" and said, "We are not through fighting."

Since issuance of the Durr ruling several hundred letters and postcards have been received by the Commission. Most plead for continuance of the station, claiming it has been giving fine service, while some condemn the FCC, Mr. Durr or the ruling, and others warn of God's wrath should WIBK be silenced.

30,000 Protests

A spokesman for Preacher Smith in Knoxville promised as many as 30,000-40,000 written protests soon after *Your Good Neighbor* had circulated but by the middle of last week no appreciable upswing in the mail to FCC had been noticed. Throughout the current issue of *Your Good Neighbor* are pleadings for prayers to God and written protests to FCC and Congressmen.

Ex-Comr. Durr's ruling, a recommended decision which must yet be passed upon by the full Commission, declared that Rev. Smith "lacks the requisite qualifications of a licensee." The decision, recommending denial of WIBK's request for a license to cover its construction permit and for a new FM permit, suggested that 90 days be allowed the station to wind up its affairs. The decision was made upon evidence of a lengthy investigation and hearings upon Rev. Smith's complicated business and religious activities and was not based on the actual operation of the station.

The former Commissioner's ruling stated that multiple misrepresentations on ownership, finances and other business interests has been made to the Commission by Rev. Smith in the various applications, and indicated facts had to be searched out by the Commission during the investigation. He pointed out that the hearing record "leaves a trail of questions raised and unanswered. It is replete with confusing and contradictory statements." The decision also presented examples of alleged attacks by Rev. Smith upon racial and religious minorities as well as other statements by the minister held to be unjust.

WIBK to Request Argument

WIBK plans to request oral argument on the decision and has been granted an extension of time until Aug. 13 to file its exceptions and petition [BROADCASTING, July 26]. J. W. Baker of the Knoxville law firm of Poore, Cox, Baker & McCauley has been retained by WIBK following resignation in early July by Welch, Mott & Morgan, of Washington. The latter firm had been retained by WIBK about a month before Comr. Durr's decision.

Promising to present in the next *Your Good Neighbor* "with out comment the testimony of each individual" appearing before FCC, Rev. Smith asked his readers to "be the judge and jury in the matter." He wrote, "God knows I told the Commission the truth, the whole truth and nothing but the truth. It is no secret how I opposed some of the tactics of the New Deal. I wonder if because I have not run with the 'New Deal' and their ideas of destruction it was deemed I did not have the qualifications to own and operate a radio station."

Inside the paper, a continuation of the *Carolina Watchman*, which was quoted extensively by FCC in its case against the minister, Rev. Smith presented a sermon, "Innocent Yet Condemned." which he preached over WIBK. The sermon relates the condemnation and suffering of Jesus and challenges anyone to prove in the "Courts of the United States" that Rev. Smith has ever been dishonest or immoral.

Without Fear or Favor

The minister said he has endeavored to operate WIBK in the public interest "without fear or favor" and that he did not believe the station would be silenced. "To that end," he said, "we dedicate all the wisdom, knowledge, and money God has and will give us! In spite of the 'Howling Voices' of the Multitude of evil forces that scream against us we declare that 'By the Grace of God WIBK will continue to be heard longer than 90 days.'"

Typical of some of the protest letters received by the Commission are the following excerpts:

Why are you against Radio Station WIBK? Why do you want it to go off the air. . . . Is it because you don't want us to hear the blessed word of God preached by real borned-again Preachers? Is it because you don't want us to hear the kind of programs we all love?

Miss Magadele Shannon, Sunbright, Tenn.

I just wont to rite you tell you what I think of WIBK Radio Station to my best nollige it is the Best Station we have o'en Knoxville for our children to Listen to. Ever one you see say they like the station. Why under heaven cant we have it.

Mrs. Henry Storksbury, Route One, Clinton, Tenn.

I don't know the man that said the license should not be granted to WIBK but I believe God's wrath will come upon him or so I am praying. As for the Rev. J. Harold Smith he is a God Called Man and I'm for him and Radio Station WIBK.

Mrs. Jennie Erwin, Knoxville

The people everywhere are saying the Commission is dominated by the Hitlerites and Red Russia . . . we appeal to you to regain the Confidence and respect of the American people by upholding the rights of anyone to preach the Gospel . . . it is a dangerous thing to undertake to silence God's word in favor of the devil and his cohorts.

D. C. Silcox, Knoxville

WITHDRAWALS

FCC Reiterates Its 'Get Tough' Stand

FCC SERVED new notice last Friday—twice—that it meant business when it said it does not sanction the withdrawal of applications if the withdrawing applicant is paid beyond the apparent value of goods transferred or services rendered.

The Commission first enunciated its position on the subject last fall when it denied H. J. Griffith Broadcasting Co.'s petition for dismissal of its Parsons (Kan.) application "without prejudice." Because a competing applicant, Four States Broadcasters, of Joplin, had conditionally agreed to reimburse Griffith up to $6,930 for expenses incurred in prosecuting the application, FCC made the dismissal "with prejudice" on grounds that Griffith was not furnishing anything "except . . . withdrawal from the proceeding" [BROADCASTING, Oct. 27, 1947].

Refuse to Reconsider

In decisions announced last Friday, FCC refused to reconsider its action in the Griffith case, and reiterated the policy in action on Hanover Broadcasting Co.'s petition for dismissal (without prejudice) of its application for a 250-w daytime station on 1280 kc at Hanover, Pa.

After refusing to grant Hanover's petition, the Commission on its own motion dismissed the Hanover application, declaring that it is "not in the public interest to permit dismissal of applications without prejudice where money is paid in connection with such petitions, when the amount paid is in excess of the value of any material, equipment or services received by the party paying the money."

Hanover Hearing

FCC authorities said the Hanover Broadcasting application and that of Radio Hanover, seeking 1-kw daytime on 1280 kc, had been set for hearing, and that in connection with Hanover Broadcasting's withdrawal the rival firm had agreed to pay $2,741, representing approximately one-half of the expenses Hanover Broadcasting had incurred in prosecuting its application.

Comr. E. M. Webster, who dissented from the majority's decision in the original Griffith case, also differed with his colleagues on last week's actions. Comr. Robert F. Jones, who joined Mr. Webster in the previous dissent, was out of town and did not participate in either the review of the Griffith case or the Hanover Broadcasting action.

WHLI HEMPSTEAD, Long Island, N. Y., has been awarded Certificate of Appreciation by Veterans Administration for its services to Long Island veterans. "Here's to Veterans" and "Let's Listen to the Veterans" are broadcast each week by WHLI.

WSAU Joins NBC

WSAU Wausau, Wis., last week joined NBC as its 170th affiliated station, following its release as a CBS outlet. WSAU is owned by The Journal Co., Milwaukee, of which Walter J. Damm is vice president and general manager of radio. The company also owns WTMJ Milwaukee, another NBC affiliate. WSAU operates on 1400 kc with 250 w unlimited.

1,000 Use Program

AMERICAN LEGION announced that WHEB Portsmouth, N. H., has become the one-thousandth station to sign as regular broadcaster of Legion's *Decision Now* program. WHEB will begin airing series Aug. 30.

News Editors Meet

RADIO NEWS Editors Conference, covering the current problems and future developments in the newscasting field, has been announced by Prof. William Taylor, chairman of the Kent State U. School of Journalism, Kent, Ohio. Conference is tentatively set to begin May 28, 1949.

Win Loving Cup

SILVER loving cup for "outstanding public service" has been awarded WTOP Washington, by the Labor News Review Testimonial Committee, marking start of 15th year of broadcast of *Labor News Review* with Albert N. Dennis.

Don Lee Show

DON LEE Network Aug. 16 starts half-hour sustaining audience participation show, *Ladies First*, on all its stations (45), Mon.-Fri., 11-11:30 a.m. (PDST). Program will be offered for sponsorship in single quarter-hour blocks, according to Sydney Gaynor, Don Lee general sales manager.

AAA Network

AFFILIATED Adv. Agencies Network will hold its annual meeting Aug. 18, 19 and 20 in Spokane. All of 37 member agencies will be represented.

August 2, 1948

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 4

Atlanta

In **GEORGIA** *It's*

"GALS"

Georgia Association of Local Stations

26 STATIONS that COVER the STATE

★ Combined Low Rate

★ One Billing

★ One Order

The Outstanding radio buy for complete, blanket coverage. Look under "GEORGIA" for the G A L S Stations, or write TOM CARR, ROBERT FULTON HOTEL, *Atlanta, Ga.*

In **ATLANTA**

It's

WQXI

(A Rounsaville Station)

1000 WATTS

at 790 ON THE DIAL

In The Heart of a Class Market

"The Station that sells *Better* to the *Best*"

OTHER ROUNSAVILLE STATIONS

WBEG — *Elizabethon-Johnson City, Tenn.* **WGRV** — *Greeneville, Tenn.*

WBAC — *Cleveland, Tenn.* **WKSR** — *Pulaski, Tenn.*

Fourth of a Series

The Atlanta Radio Market

Fourth of a Series

By BERNARD PLATT

PEACHTREE STREET is destined to become as famous as New York's Fifth Avenue, Chicago's Michigan Boulevard and London's Trafalgar Square.

Authority for this modest prognostication is none other than a loyal son of Atlanta, Gawgia, John M. Outler Jr., who positively, suh, would never let the tiniest trace of loyalty influence his commercial pronouncements.

Is the general manager of WSB a reckless dreamer and a Dixie tub thumper?

Let's look at the record.

A little over a century back—1837, says the history book — Engineer Stephen Harriman Long drove a stake into a spot surrounded by a few scattered farm houses. Looking up after he had driven the stake home, he predicted this terminus for a railroad line he was surveying would some day be a natural meeting place for vast transportation lines to the Southeast.

As a native-born Atlantan, Mr. Outler's pride in his city is matched only by his confidence that despite the handicaps of narrow streets, congested traffic and lively politics, Atlanta, like Topsy (and television), will grow and grow and grow.

Atlanta is the largest city in the South, east of the Mississippi. Its metropolitan area has a population estimated in excess of 565,000, 27.7% over the 1940 Census figures. But that doesn't tell half the story. Its trading area extends within a radius of 100 miles with a total population of nearly 2,500,000 to whom Atlanta is the Big Town to shop in.

Atlanta Serves as Air, Rail Terminal for Area

With 15 main lines of eight railroad systems, and terminal of nine major airplane routes, Atlanta is strategically located to serve as a distributing center funneling hundreds of millions of dollars worth of goods annually into the adjoining states and beyond. Small wonder that more than 3,200 national concerns maintain branch offices, factories or warehouses in Atlanta with more and more industrial concerns deeming it economically wise to move into this focal point of distribution and away from the costlier industrial centers of the North.

In the first five months of 1948, for example, 49 new manufacturing plants were opened in Atlanta, according to the Chamber of Commerce. Among them were Curtiss Candy Co., Elliot Addressing Machine Co. and Swift & Co.'s Adhesive Division. Only recently General Motors completed another assembly plant there at a cost of $6,000,000. now employing more than 5,000 workers in the two Atlanta plants. Ford, too, has opened a new plant. It will employ another 2,500.

Other large manufacturers include National Biscuit Co., Cluett, Peabody & Co., Atlantic Steel Co. Fulton Bag & Cotton Mill, Exposition Cotton Mill, Crown Cork & Steel Co., Owens-Illinois Co., Kraft Cheese Co., du Pont, Sherwin Williams, U.S. Envelope Co. All told 50,000 people are employed in Atlanta industrial plants with value of manufactured goods estimated at about $400,000,000 annually.

This expanding market is serviced by nine radio stations, four of them recent additions. In 1947 aggregate radio billings (five stations) were approximately $2,500,000.

City's Home-Loving Folks Take Radio Seriously

BMB figures for 1946 showed 115,820 radio families in Atlanta which takes its radio very seriously indeed. For Atlantans are a home-loving, home-staying people. The state enjoys the largest residential consumption of electric power in the country. There is practically no night life though

(Continued on page 4)

Drawing by Permission of D. Appleton-Century Co.

THE RIGHT WAY TO GET SALES IN ATLANTA

BUILD A FIRE WITH WCON!

PROGRAM FIRE In addition to ABC network programs, WCON has one of the South's finest programming departments. Outstanding local shows, The LeFevre Trio, Channing Cope, Lockwood Doty, Bill Hickok—to mention a few—attract and hold listeners. That's the reason leading advertisers, both local and national, are swinging to WCON in Atlanta.

PROMOTION FIRE WCON's 7-way promotion plan has plenty of what it takes to get more ears tuned to 55 on the dial. Aggressive and consistent use of such powerful aids as our own newspaper, our own air, Transitads and outdoor advertising has made this whole neck of the woods plenty conscious of WCON.

PLENTY WARMTH OF GOOD WILL We are the younger child of one of the South's beloved institutions—The Atlanta Constitution. Goodwill, Brother, consists of something more down here than just a phrase. You have to work to get it—watch your "P's and Q's" to keep it. We got it, come on down and spit on the stove, and whittle with the boys over WCON's air!

ABC

WCON ATLANTA

THE ATLANTA CONSTITUTION STATION

5000 WATTS 550 KC

Affiliated, American Broadcasting Company

National Representatives **HEADLEY-REED COMPANY**

Atlanta

(Continued from page 2)

there are many luxurious private clubs and golf courses. But in the main the people do their entertaining in the parlor and by far the most popular medium of entertainment is their radio. Even at the clubs, it is not unusual to interrupt a poker session to tune in someone's favorite broadcast.

The classic beauty of many Atlanta homes has already been well publicized. These are part of the 142,000 residential units which a reported 150,000 families call "home." As in any metropolis, Atlanta homes illustrate varying degrees of prosperity and not a few startling contrasts.

Common to all, however, is radio. Outlets of the four networks as well as the independent stations pour a variety of programming schedules into those homes, and competition is intense for the relatively high per-family buying power, estimated at $4,896 by *Sales Management*.

Effective buying income in Atlanta is said to exceed $700,000,000 for the approximately 260,000 employed there, including some 26,000 U. S. Government workers.

Atlanta is an important banking center ranking 12th in bank clearings among U. S. cities. It is headquarters for the Sixth Federal Reserve District. Bank debits rose from $7,615,000,000 in 1946 to $8,697,000,000 in 1947. Though deposits were on the downgrade for most of the nation during that period, Atlanta showed an increase from $881,000,000 to $895,000,000.

Georgia City Ranks High As Insurance Center

As an insurance center, it ranks fourth in the U. S. in amount of fire insurance premiums cleared annually, and serves as southern headquarters for practically all of the larger insurance companies.

As the "Gate City of the South," Atlanta is the dynamic hub of a new-found Dixie prosperity. An industrial and agricultural revolution that began in World War II is in full swing, according to reports by the regional office of the Dept. of Commerce, pushing the South to heights of economic well-being never before achieved.

The seven years covering the war and postwar activity in the Southeast (Alabama, Mississippi, Georgia, Florida, North and South Carolina and Tennessee), have brought an increase of 179% in salaries and wages paid in the land of the old Confederacy. Cash income came close to quadrupling itself, and bank deposits more than tripled, according to the survey by the Commerce Dept. Business telephones increased from 401,800 to 766,200, residential telephones from 577,300 to 1,356,300 and the business population from 181,162 to 206,717 concerns.

Cash farm income registered a gain from $881,000,000 to $2,901,000,000. Value of farm products for Georgia alone is well over $1,000,000,000 and Fulton & DeKalb counties, in which Atlanta is located, are its largest agricultural producers.

City's Intense Activity Is Like Boom Town

All this is reflected in Atlanta which has all the appearances of a boom town. Atlanta is third largest telegraph and third largest telephone switching center in the world and ranks eighth in air mail volume. Right now it is literally straining and bursting at its metropolitan limits and overflowing into the dense woods and fields beyond. There new roads and homes are under construction for the expanding city population coming in at the rate of 8,000 per year.

New Stores Springing Up on Peachtree Street

And along Peachtree Street, which extends from the magnificent homes on the north side of town through the heart of the downtown business district, new stores and amusement centers are being erected. Already Atlanta boasts of 4,300 modern retail establishments doing an annual business of about $600,000,000. Rich's Department Store alone is said to have grossed near $50,000,000 with the Macy-owned Davison Paxon Co. doing about $30,000,000. Both stores use radio.

A department store-developed radio institution in Atlanta is Enid Day, radio director of the Davison Paxon Co. On the air six days a week for 15 minute periods on WSB, Miss Day sells merchandise by skillfully combining her stage experience with that gained in radio over a period of 17 years. She began her radio career in Burdine's Miami department store which seven years later agreed to "lend her" to her present employers.

Termed one of the most successful retail programs developed for radio, Miss Day writes and delivers approximately a million words of radio copy per year. She leans heavily on fashion show angles and makes good use of the interview.

Miss Day is author of *Radio Broadcasting for Retailers*, which relates her formula for successful exploitation of radio by the retailer.

Diversified Activities Make Atlanta Prosper

Patent medicines, cotton and real estate first brought wealth to Atlanta. This is also the home office of Coca Cola which had its beginning here and left a legacy of some 35 millionaires in and around the city. Atlanta's modern prosperity, however, stems from diversified business activities. Its 1,400 factories turn out more than 2,000 different commodities, no single one of which dominates the industrial life of the community.

There are more than 1,000 wholesale businesses doing an annual volume of $1,335,430,000.

The Atlanta skyline with its tall, streamlined office buildings and hotels rising from the narrow bustling streets below gives it the flavor associated with most of America's leading industrial and commercial centers.

But Atlanta is also a city of churches—450 of them with membership totaling 200,000. Moreover it is a cultural center with 22 colleges and institutions of higher learning having an enrollment of about 20,000.

Radio came to Atlanta March 15, 1922 when WSB went on the air followed later that year by WGST. Then came WATL (1928), WAGA (1937), WBGE (1947), WCON (1947). To these should be added WEAS in nearby Decatur (1947), WQXI in suburban Buckhead (1948) and WERD (1948).

A tenth Atlanta AM station is authorized for construction. Licensee is The Fulton County Broadcasting Corp., of which Samuel Rothberg, real estate operator and civic leader, is owner.

Four FM stations are on the air with several others building.

(Continued on page 6)

John Fulton, Gen. Mgr., WGST | David Carpenter, Gen. Mgr., WCON | R. W. Rounsaville, Pres., WQXI | R. A. Granville, Gen. Mgr., WERD | John M. Outler Jr., Gen. Mgr., WSB | James E. Bailey, Mng. Dir., WAGA | Mike Benton, Pres., WBGE | E. D. Rivers, Pres., WE

Southern Exposure . . .

- ATLANTA, GA. — the distribution center of the great Southeast!
- THE ATLANTA JOURNAL CO. pioneers of radio . . . frequency modulation . . . and NOW TELEVISION
- ATLANTA'S PEACHTREE STREET . . . already famous throughout the world . . . now has a new lustre in WSB-TV . . . located on this thriving thoroughfare. Operation planned for October.
- ATLANTA . . . for complete and powerful Southern Exposure . . . offers "The Eyes and the voice of the South" . . .

750 K.C. **WSB** N. B. C.

Georgia's only 50,000 watt, clear channel station

Represented Nationally by Edward Petry & Co., Inc.

Atlanta

(Continued from page 4)

WBGE-FM, WATL-FM, WAGA-FM and WGST-FM mostly duplicate their AM programs.

Television plans, too, are far advanced with both WSB-TV and WAGA-TV scheduled to start telecasting by late summer or fall. WCON-TV also is under construction, with starting date not yet determined.

18-Acre Site Will House Both Operations

An 18-acre site where part of the Battle of Atlanta was fought in 1864 will house both FM and TV operations of the *Atlanta Journal*. In time, this area located inside the city limits will be the home of all WSB properties.

Transmitter and studio of WAGA-TV will be located at 1018 West Peachtree St. in downtown Atlanta, while WCON will have its AM, FM and TV under one roof in the new Atlanta Constitution Building.

Reactions of Atlanta broadcasters to the number of stations now on the air (two more applications for local outlets are pending before the FCC) vary from soft-spoken confidence that the expanding market can support them all to visible hand-wringing at the slightest mention of the subject.

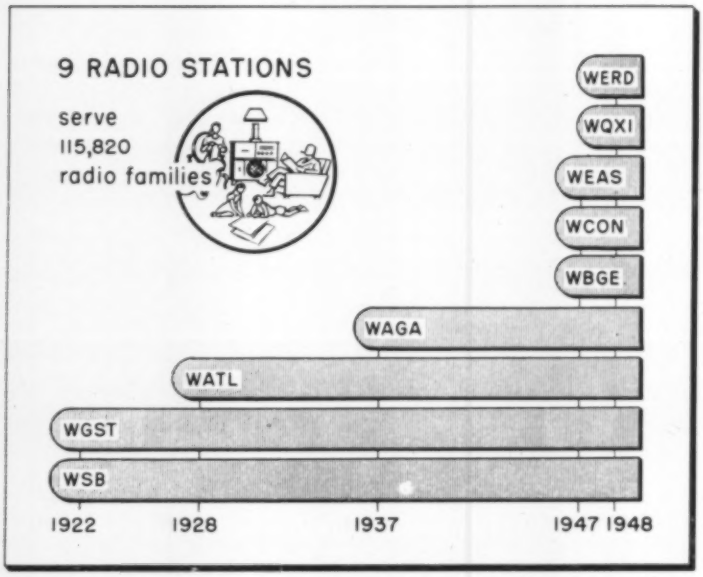
Local Advertiser Lost In Station Maze

Reaction of the local advertising agencies is unmistakable. Their sentiments are perhaps best described in the phrase, "enough is enough." As Harry Siegel, Eastburn-Siegel Advertising, put it: "The local advertiser is bewildered and lost in a woods filled with radio towers. Business will go to the station that tells the best story."

John R. Fulwiler Jr., J. Walter Thompson Co. field representative, views the situation in a different light. "The influx of additional stations has made it necessary for all of them to compete for the listener's ear," reasons Mr. Fulwiler, "Result is that today Atlanta is witnessing the most extensive radio station promotion in its long history. For the first time you can see billboards all over town inviting listeners to tune in to this or that station. Net effect is to attract more listeners to the advantage of all radio."

This is very pleasing to Mr. Fulwiler, whose agency maintains an Atlanta office primarily to service the Ford account. On reflection, he adds: "With all the new businesses coming into this market annually, it's a wonder to me that the local stations continue to raid each other's accounts instead of going all out for new business."

Both Mr. Siegel and Mr. Fulwiler know their Atlanta radio.



Founding dates of the nine operating stations in Atlanta are shown in the above chart.

Though their views reflect divergent radio interests, they fairly accurately summarize agency thinking in this area.

Mr. Siegel is a graduate of Georgia Tech and an alumnus of 10 years' service with Sears Roebuck as advertising manager in the Atlanta district and sales manager in the Carolinas. He estimates that about 40% of his agency's billings go into radio. The Eastburn-Siegel firm was formed in 1936 and has Army recruiting and Italian Swiss Colony Wine among its accounts.

Local office of J. Walter Thompson Co. is headed by T. R. (Russ) Paulson who has been with the agency some 20 years. Mr. Fulwiler handles the radio end.

Many Fine Agencies Represented

Two of the important agencies handling radio in Atlanta are Tucker Wayne & Co. and Liller, Neal & Battle. In 1938 Tucker Wayne bought the former James A. Greene & Co. agency and today probably enjoys the highest billings among local agencies. At the time of the purchase Douglas D. Connah, a Yankee from New York with radio experience at CBS (five years) and BBDO (two years), joined the new firm as its radio director.

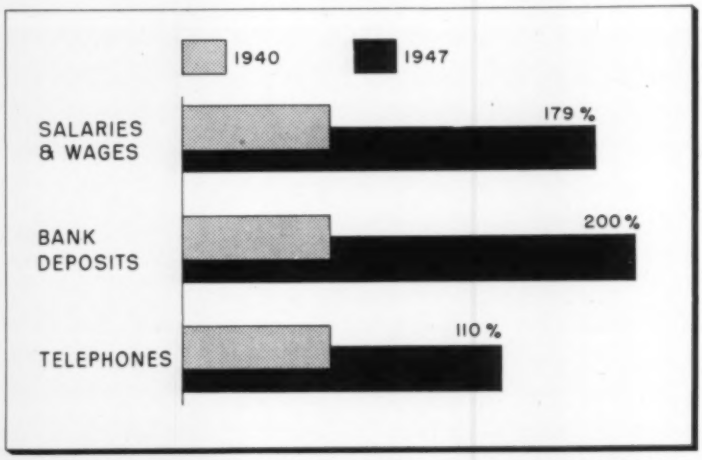
Tucker Wayne Firm Handles Several Radio Accounts

With a team that includes Mrs. C. C. Fuller as timebuyer, the agency handles the following radio accounts: American Bakery Co., using 3 half-hour periods a week (*The Lone Ranger*) over 66 stations throughout the South, Southern Bell Telephone & Telegraph Co., Southern Spring Bed Co., Central of Georgia Railroad, Norris Candies, General Shoe Corp., Schwab Clothes, White Lilly Flour, Archer Hosiery.

Mr. Wayne was advertising manager of some of the regional concerns he now services. He is strong on radio and it represents a sizable portion of the agency's billings.

In 1940 C. K. Liller, formerly with N. W. Ayer in New York and Philadelphia, William W. Neal with local advertising experience, and James Battle, former artist for Tucker Wayne & Co., formed the Liller, Neal & Battle Agency which ranks high in radio billings, possibly 25% of total business. Sarah Williams, space and timebuyer, joined the agency in 1941.

Radio accounts include: Allied Drug Products, Chattanooga, which has used some 80 stations and beamed its sales appeal to the rural audience via hillbilly shows; Brock Candy Co., Chattanooga, which used radio exclusively (120 stations) to introduce a new candy bar; H. W. Lay (Lay Potato Chips), Atlanta; Colonial Stores (food chain), Atlanta, 60 stations; Bank of Georgia (on WAGA, WGST); Trust Co. of Georgia (WSB) institutional; Ashley Automatic Wood Stove Co., Columbia, S. C. (20 stations rural coverage); Blackman Stock Medicine Co., Chattanooga (15 of the larger stations for rural coverage).



An analysis made in 1947 of the comparative growth in the Southeast of several basic economic factors over the base level of 1940 are presented in the above graph.

Agencies Study TV Prospects

Liller, Neal & Battle is only Atlanta agency already on the television bandwagon. WMAR (TV) Baltimore and WLW-TV Cincinnati are used for Brock Candy Co. They successfully adapted movie trailers 35 and 16 millimeter film for the three-minute candy commercials.

Freitag Advertising Agency is perhaps one of the oldest users of radio in the Southeast. It represented the Pure Oil account for many years placing national spots for them as well as regionals. Norman Frankel, radio director, reports the agency is very much alive to television's potential and is working with television stations on fundamentals of good tele showmanship. Mr. Frankel has been with the agency some 10 years now, having worked formerly for RKO Orpheum. He estimates his agency's radio billings in excess of $100,000 last year.

Radio accounts include Columbia Baking Co. operating in five Southeastern States with headquarters in Atlanta, and Walton Rice Mill, Stuttgart, Ark. Agency also prepared spots for use by Jefferson Standard Life Insurance Co.

National Agencies Have Local Offices

"If it were possible," Mr. Frankel opines, "for a national advertiser to sponsor a program keyed to the local taste characteristic of each market, he'd flush out lots more business than he ever thought existed."

Harvey - Massengale Co., with headquarters in Atlanta, handles

(Continued on page 10)

Just what is Sufficient Coverage?

WGST covers 82% of the radio families in the Greater Atlanta area* at lowest cost per thousand.

*Broadcast Measurement Bureau

WGST GOES MUTUAL

SEPTEMBER 26th

Joining the world's largest network — the world's sports network — the World Series network.

WGST

ATLANTA

Delivers it for less!

5000 Watts Day — 1000 Watts Night

REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY

ATLANTA'S WAGA goes

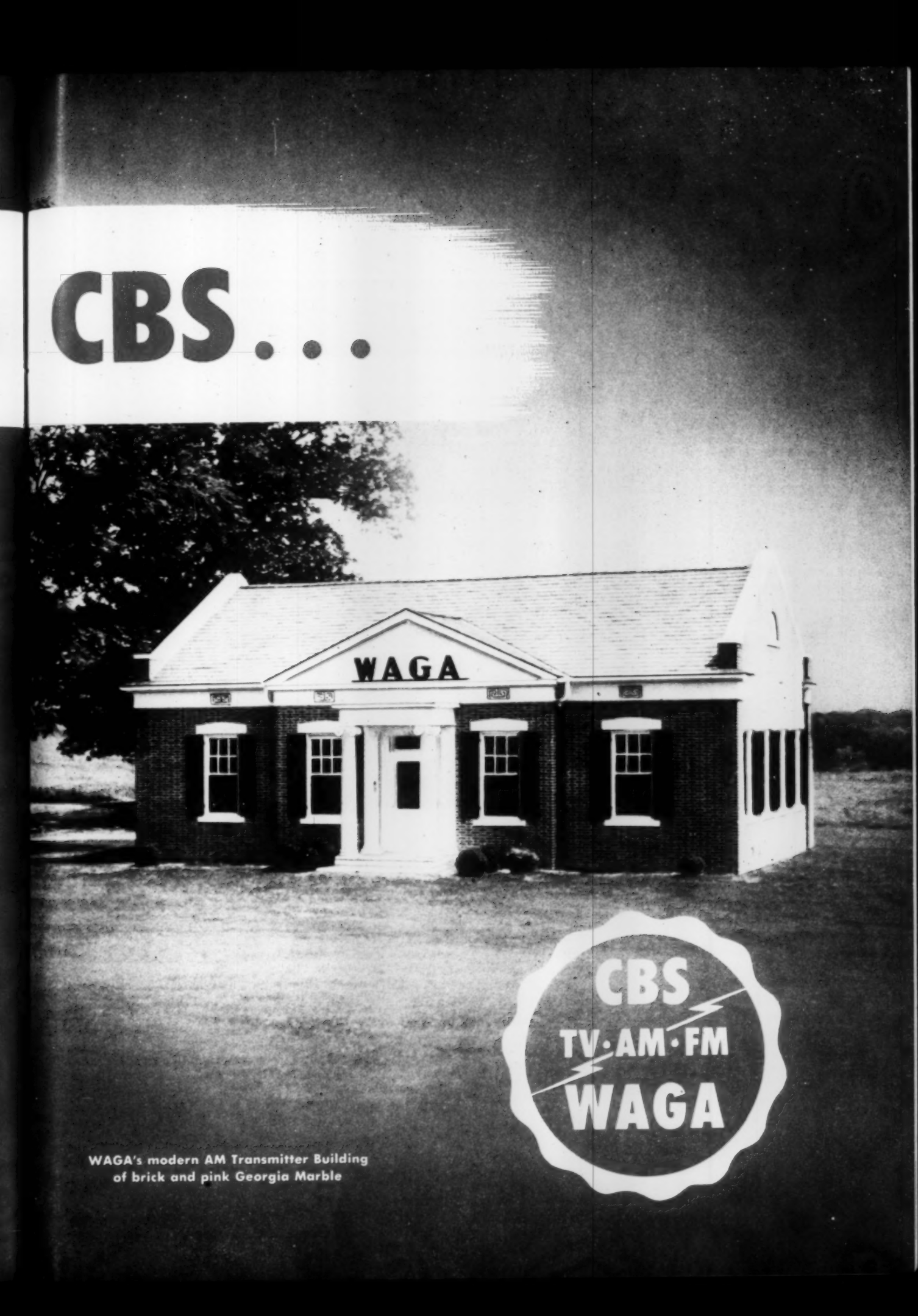
Effective September 26,
after breaking National Records
as an Independent (C. E. HOOPER),
WAGA becomes Columbia Affiliate

WAGA

590 KILOCYCLES • 5000 WATTS • ATLANTA

For information and Availabilities — Call

THE KATZ AGENCY — National Representatives



WAGA's modern AM Transmitter Building
of brick and pink Georgia Marble

J. S. Ayres Taylor-Howe-Snowden Inc. | Dan Schmidt 3d George Holling-bery Co. | James M. Wade Free & Peters Inc. | Tom Carr Georgia Assn. Local Stns. | C. C. Coleman Avery-Knodel | Charles Grisham Ed Petry & Co. | Fred Bell Katz Agency | Royal Penny Paul H. Raymer | E. W. Sweatm Jr. Headley-Re

Atlanta

(Continued from page 6)

all of its radio business out of the Durham, N. C., office. C. Knox Massey is manager and radio director. Radio acounts include B C Remedy Co., Beeman's Laboratories, Edwards Drug Co.

While other nationally-known agencies like Beaumont & Hohman, Donahue & Coe and D'Arcy Advertising Co. maintain branches, radio business is placed by the respective home offices.

A recent addition to the agency field in Atlanta is Kirkland, White & Schell. J. A. Kirkland and Frank W. White got most of their advertising training at the *Atlanta Journal*. James B. Schell, firm's art director, is a department store alumnus. While radio billings account for only about 15% of their total, agency interest in the medium is growing. Radio accounts are: Charles S. Martin Distributing Co. (electrical appliances), Gordon Foods Inc., Maier & Berkeele Inc. (jewelers), McNeel Marble Co. (manufacturers of memorials).

Crawford & Porter is another agency with mounting radio billings. Harry N. Crawford Jr. is president and Carol Porter is vice president and radio buyer. Robert E. Martin & Co. is also active in Atlanta radio, with Ed P. Harris as radio director.

Some radio is also handled by the following agencies: Maurice C. Coleman & Associates, Groves-Keen Inc., Ulrich C. Jones Advertising, Dillard Jacobs Agency, Bruce Moran & Co. and Burton E. Wyatt & Co.

Most frequent complaint heard among local agencies is that stations do not encourage local business development. They point to station policy established several years ago which does not allow agency commission on time sold at local rates.

Despite these differences more and more local and regional accounts are turning to radio. Nearly every station points to new advertisers using programming patterns selected to please a variety of listeners throughout the broadcasting day.

Of time-tested programming successes there are many. WAGA's *Shell Panorama*, a 15-minute, six-day-per-week documentary type show consisting of news, sports and interviews with celebrities and public figures, is a four-year Shell Oil Co. success.

Standard Feed Milling Co. sponsors a local feature created by WAGA called the *Homeland Harmony Quartet* of sacred music fame, which is exceedingly popular. On the same station Royal Crown Hair Dressing for a number of years has sponsored *In the Groove*, an afternoon program directed at the Negro audience. WAGA's newscasts have proved most successful for Bond Clothes, Wagstaff Motors, Muellers Macaroni, Victory Motors and Robert Hall Clothes.

Sports Featured By WBGE

WBGE's appeal is to the sports-loving listeners. The Atlanta Cracker ball games with Ernie Howell doing the play-by-play chore for Old Gold cigarettes are an exclusive feature. The station also broadcasts high school football games, some professional football and the annual pigskin classic between the Baby Jackets of Georgia Tech and the Bull Pups of the U. of Georgia. WBGE also aired Atlanta's Golden Gloves Tournament.

WATL reports that their *Radio Want Ads* feature, originally begun as a public service program without benefit of a sponsor, has proved so popular that Siano Construction Co., local builders, now buys it five mornings weekly.

Built around telephone calls from listeners who want to buy, swap or sell articles that may be needed by fellow listeners, the program occupies the 10:30-11 a.m. slot in WATL's schedule.

Varied Fare From WCON

WCON provides a service to the farmer in the person of Channing Cope, direct from his Yellow River farm in Covington, 40 miles from Atlanta. Mr. Cope is a pioneer in soil rehabilitation and his early morning Monday through Friday broadcasts are just what the farmer ordered. Half the people in Atlanta have a rural background making Mr. Cope's rural remarks equally popular among the city slickers. Sponsor is Standard Feed Milling Co., also sponsor of Mr. Cope's early afternoon program five days a week.

Going over big with the sports loving Atlantans are Jim Woods' and Les Hendrickson's recreated major league ball games on WCON. Fans vote by mail on which game they want to hear Saturday afternoons. Program is sponsored by Coca-Cola through D'Arcy Advertising Co., St. Louis.

Lane-Rexall Drug Stores is sponsor of an early evening music and news program on the same station. Agency is BBDO, Los Angeles. WCON also carries the *Lone Ranger* for American Bakeries, which this year celebrates ten years of successful radio sponsorship of this transcribed show. Account is placed by Tucker Wayne & Co.

The Atlanta Dress Mart, whose owner, Irving Somach, went south with the avowed purpose of capturing the Atlanta market, finds radio advertising his most effective ammunition. Says Mr. Somach: "Radio made my business in Atlanta." With WCON's Le Fevre Trio and Jim Waits accompanied by pianist Hovie Lister, he is using radio to good advantage.

WGST's local programming is high on the list of Atlanta favorites. With its large number of outstanding productions, it holds the record for the longest run of any locally produced feature for the same sponsor—a total of 3,200 broadcasts for Carroll Furniture Co.

The station is especially proud of the Jack Almond Trio which is believed to have been the first locally-produced feature employing local talent to broadcast its show regularly from Atlanta to a network-wide audience. Trio just completed a five-month series for CBS in addition to spearheading successful radio campaigns for Beauty-Crafts Inc., makers of venetian blinds, and Rhodes Furniture Co., both of Atlanta. Also included in WGST's talent family are the Blue Sky Boys whose folk songs and ballads of the mountains have sold the products of a number of sponsors including The Atlanta Milling Co., Jack Briscoe Inc. (jeep dealer), and *Southern Farmer* magazine.

Programming formula employed by WQXI, located in the finger-bowl area of Atlanta, is based on music (popular and classical), news, comedy-variety shows and fashion appeal. WEAS, on the other side of the track in Decatur, beams its appeal to the Negro and labor audience with religious programs, colored sports attractions and rural features predominating.

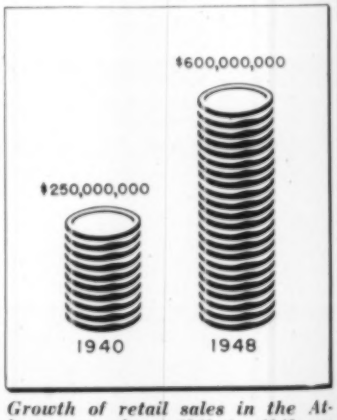
There's a hillbilly show on the Atlanta air most of the time and, almost as often, a religious broadcast and gospel music.

With the acquisition of WSB and the *Atlanta Journal* by Ohio's former Governor James E. Cox in January 1940, followed in June of that year by the purchase of WAGA by George B. Storer, president of Fort Industry Co., Atlanta radio became an active area of operations for two of the foremost broadcasting figures in the industry. Gov. Cox appointed J. Leonard Reinsch to supervise WSB and, a short time later, to the post of managing director of all his radio properties, headquartering in Atlanta.

Under Mr. Storer's direction, WAGA developed an aggressive sales organization responsible to James Bailey, the station's capable managing director. On Sept. 26, WAGA becomes the CBS outlet in Atlanta.

Reinsch Was Truman's Radio Advisor

Mr. Reinsch, whose radio know-how frequently brought him to Washington as radio advisor to President Truman, effected com-



Growth of retail sales in the Atlanta area from 1940 to 1948 are shown in the above comparison.

plete separation of the station from the newspaper and inspired new efforts in promoting and expanding WSB's dominant position in the growing Atlanta market. The station has been an NBC outlet since 1927.

WGST, present CBS station, joins Mutual network Sept. 26 and WATL, now a Mutual station, goes independent. WCON is the ABC outlet in Atlanta.

As a result of the September switch in networks, the regional network picture, too, is likely to undergo a few changes.

The Georgia Major Market Trio now comprises WAGA Atlanta, WTOC Savannah and WMAZ Macon, all CBS affiliates. The Trio is represented by The Katz Agency.

Quartet Forms A New Regional

A new regional network known as the Georgia Quartet and represented by the George P. Hollingbery Co., has just been formed. It is composed of four 5 kw stations, including WGST (MBS) Atlanta, WRDW (CBS) Augusta, WSAV (NBC) Savannah and WRBL (CBS) Columbus.

Also in the regional picture is the Georgia Assn. of Local Stations formed in November 1947 by 21 local stations in 21 Georgia markets. Tom Carr, former manager of WGAA Cedartown, and owner-manager of WLBB Carrollton, is secretary-treasurer and sales director. Headquarters are in the Robert Fulton Hotel, Atlanta. Belmont Dennis, WMOC Covington, is president.

New Key Station Is Planned

A new station in the Atlanta area, managed by Mr. Carr and scheduled to be the key station for the network, is now pending before the FCC. Operation of the network will begin on completion of the Atlanta outlet. Member stations include: WDEC Americus, WGAU Athens, WLBB Carrollton, WBHF Cartersville, WGAA Cedartown, WMJM Cordele, WMOC Covington, WBLJ Dalton, WMLT Dublin, WKEU Griffin, WFOM Marietta, WMVG Milledgeville, WMGA Moultrie, WROM Rome, WFRP Savannah, WWNS Statesboro, WWGS Tifton, WRLC Toccoa, WRQN Vidalia, WAYX Waycross, WRLD West Point, WDWD Dawson, WSFT Thomaston, WKTG Thomasville. WDUN Gainesville and WIBB Macon will join when they go on the air.

Palmer Building Popular For Rep Offices

To Fred Bell, manager of the Katz Agency branch located at 22 Marietta St. Bldg., unmistakable sign that radio has at last become a potent advertising medium in the Southeast is the large number of station representatives now maintaining offices in Atlanta. Mr. Bell, a veteran of 25 years with the Katz Agency, points out that this was one of the last sections of the country to acknowledge radio's renowned potential and it was only in the past six or seven years that the area advertisers became increasingly radio conscious.

Many Representatives Located in One Building

Half of the station representatives are located in the ultra-modern Palmer Bldg., which has earned the title of "House of Representatives." Among them are: Avery-Knodel, Charles C. Coleman, manager; Free & Peters, James M. Wade, manager; Taylor-Howe-Snowden Radio Sales, J. S. Ayers, manager; Weed & Co., B. W. Randa, manager; Headley-Reed Co., E. W. (Duck) Sweatman, manager; Edward Petry & Co., Charles F. Grisham, manager.

Raymer & Co. has its office in the Candler Bldg. with Royal Penny, veteran radio executive, as manager. Dan Schmidt has just become manager of George Hollingbery Co., with offices in the Whitehead Bldg. Alice Grant is manager of both Burke, Kuipers & Mahoney and the John H. Perry Assn. office in the Rhodes-Haverty Bldg. The Branham Co., in the same building, is headed by Horace Ralls. Lorenzen & Thompson maintains its branch in the William-Oliver Bldg. Hugh Wood is manager. Pierce W. Cook is at 22 Marietta St. Bldg. and the Walker Co. is also located in the William-Oliver Bldg. under Hugh Wood's management.

Contributing to a better understanding of radio and its problems is the Georgia Assn. of Broadcasters, with a membership of 62 stations. John Fulton, WGST, is the new president with Dean Covington, WROM Rome, vice president, and Tom Carr, director of the Georgia Assn. of Local Stations, secretary-treasurer.

Radio Institute Sponsored by Association

The association sponsors the popular Georgia Radio Institute in cooperation with the U. of Georgia in Athens and the Technical Institute with the cooperation of the Georgia School of Technology in Atlanta.

Students are instructed in practical radio by broadcasting authorities who regard these functions as an integral phase of learning rather than a sounding board for critics.

. . . inside story on the South's "Triumvirate"

RACE — RURAL — RELIGION

From

To

WITH 1000 POWERFUL WATTS ON 1010

Decatur's WEAS Corners the Market!

We don't like to brag but . . .
. . . Facts are Facts!

. . . Special Promotion + 12 Spots = 1,135 Mail Returns!

. . . An Average Sponsor + 5 Weeks = Business Doubled!!

. . . Three Request Shows + Average Week = 2,175 cards, letters!!

—"Nuff Said"

Studios & Business Office
217 W. Ponce De Leon Avenue—Decatur, Georgia

	1 hour	½ hour	¼ hour	5 Min.	100 Words or 1 Min. ET	50 Words or 35 Sec. ET
1	$76.50	$45.90	$25.50	$12.75	$8.95	$6.40
26	72.70	43.55	24.25	12.05	8.65	6.20
52	68.85	41.20	22.45	11.50	8.30	5.90
65	64.95	39.00	21.70	11.00	8.00	5.65
130	61.20	36.75	20.40	10.40	7.70	5.30
156	57.35	34.40	19.00	9.95	7.35	4.95
260	53.55	33.00	17.65	9.40	7.00	4.60
312	49.70	29.85	16.10	8.90	6.65	4.25
520	45.90	27.55	15.30	8.45	6.30	3.95

Maurice C. Coleman, Owner, Maurice C. Coleman Adv. | Jack Fulwiler, Field Rep., J. Walter Thompson Co. | Douglas D. Connah, Radio Dir., Tucker Wayne & Co. | Sarah Williams, Timebuyer, Liller, Neal & Battle | Harry Siegel, Owner, Eastburn-Siegel Co. | Norman Frankel, Radio Dir., Freitag Adv. Agency

HISTORY

Atlanta Stations' Development

WSB

Biltmore Hotel
Hemlock 1045

Licensed to begin operations on March 15, 1922 by the Dept. of Commerce with authorized power of 100 w, WSB is the oldest station in the South operating on the originally-assigned call letters. The station was erected by the *Atlanta Journal* whose editor, Maj. John S. Cohen, regarded it as a promotional adjunct to the newspaper.

Lambdin Kay, diminutive Brooklyn-born Southerner, became manager and colorful microphone dispenser of a slogan that literally resounded throughout the South. In fact "*The Journal* Covers Dixie Like the Dew" became well known above the Mason-Dixon line as well. In 1925 WSB went to 1,000 w and in 1929 to 5,000 w. In 1933 the Federal Radio Commission authorized its present 50,000 w operation. It operated on 740 kc until 1933 when it shifted to the 750 kc clear channel following the reallocation conference in Havana.

From 1922 to 1929 the station was non-commercial with programs and program ideas subject only to the originality and ingenuity of management and the vagaries of talent. Though WSB was associated with NBC as early as 1927, it did not go commercial until 1929 when it was decided that revenue from time sales would provide a means for program improvement and expansion. With its own identity thus recognized and its potential revaluated, WSB's own slogan "Voice of the South" took on new meaning and earned for itself national acclaim and acceptance.

In January 1940, Gov. James E. Cox purchased WSB and the *Atlanta Journal* and appointed J. Leonard Reinsch general manager. Back in 1931 the *Journal* loaned John Outler Jr. to WSB to set up a commercial department. His return to the newspaper was put off from year to year and in 1940 he was officially separated and appointed commercial manager.

Reinsch Promotion Boosts Outler

Mr. Outler became general manager when Mr. Reinsch was made managing director of all radio properties under ownership of Gov. Cox. The station has 85 employes and an investment in physical broadcasting facilities alone of nearly $1,000,000. The WSB rate card isued in 1937 was used as a sample form for standardization of rate cards by the NAB. Frank Gaither is commercial manager and C. F. Daugherty, employed since 1922, is chief engineer. All told about 85 people are on the payroll. Station is represented by Edward Petry & Co. WSB-FM construction is now completed, as is WSB-TV. Both stations will soon go on the air. WSB-FM is on 104.5 mc with 50.1 kw ERP and 10 kw transmitter. WSB-TV is on Channel 8 (180-186 mc) with 5 kw visual and 2.5 kw aural power.

* * *

WGST

Forsyth Bldg.
Walnut 8441

Another Newspaper Builds WGST

Not to be outdone by the *Atlanta Journal*, the *Atlanta Constitution* in 1922 obtained a license to operate a 500 w station on 270 meters with call letters WGM. Seeing little more than eductaional possibilities for the new medium, Clark Howell Sr., then publisher of the *Constitution* and also a member of the Board of Trustees of the Georgia School of Technology, decided soon after to donate the station to Georgia Tech. In July 1923 the transfer was completed and call letters were changed to WGST.

Operated by Engineering Dept. Until 1930

The Electrical Engineering Dept. of the school operated the station on a part time basis until January 1930 when the trustees concluded an operating contract with the Southern Broadcasting Co., a partnership composed of William A. Clarkson, Walt Dobbins and A. S. Foster, to run the station for a period of 10 years, Georgia Tech reserving two hours a week for its own use.

The station was then sharing time with WMAZ Macon on 890 kc using 250 w power. The FCC in 1940 set aside WGST's application for renewal for hearing and in 1943 the Board of Regents of the University System of Georgia assumed active operation of the station through its radio committee of which Frank M. Spratlin serves as chairman.

Fulton Rose to Helm With Gaither Resignation

John Fulton and Frank Gaither were appointed associate managers. On Mr. Gaither's resignation in July 1946, John Fulton became general manager and in September 1947 Ben Akerman, chief engineer, became assistant manager. WGST, now on 920 kc with power of 5,000 w day and 1,000 w night, is an endowment of the Georgia School of Technology and all profits from its commercial operation are used for purchase of land and buildings. Since 1943 its funds have enabled the university to expand its campus from 37 to 132 acres in the heart of Atlanta.

WGST claims the second largest audience in Georgia with 219,600 radio families in 127 counties in its daytime pattern and 188,860 families in 120 counties in its nighttime pattern. WGST has been second in overall Hooperatings in 10 out of the past 13 months. The station joins Mutual Sept. 26 when it gives up CBS affiliation. WGST-FM is on Channel 231, 94.1 mc, with 345 kw ERP. Application has been filed for television facilities. George P. Hollingbery Co. is its national representative.

* * *

WATL

Henry Grady Bldg.
Walnut 4377

Oglethorpe U. built the station in 1928 as an educational outlet with call letters of WJTL. Its frequency was 1350 kc with 20 w. Station moved into the Shrine Mosque, which is now the Fox Theatre, in 1933 and became part

Your Pass WERD in ATLANTA
to more sales at less cost!

WERD

"THE GOOD WERD STATION!"
(*clear channel*)

860 kc 1,000 watts

Ask Joseph Hershey McGillvra to give you the GOOD WERD about

ATLANTA'S NEWEST STATION

WERD

THE STATION THAT HAS "A GOOD WERD FOR EVERYBODY"

Dick Granville, General Manager

commercial and part educational. By then its power was 100 w and it was operating on 1370 kc. J. W. Woodruff purchased WJTL in 1936 and changed its call letters to WATL, moving the station to the Volunteer Bldg. In 1939 WATL's power was increased to 250 w and in 1941 it began operating on its present 1400 kc frequency.

Its new 5 kw transmitter is now being tested, with operation scheduled to begin this month on 1380 kc. Mr. Woodruff is owner-manager. The station relinquishes its Mutual affiliation Sept. 26 and becomes an independent outlet. WATL-FM went on the air May 1 of this year on 97.5 mc. (Channel 248) with 44 kw ERP. FM antenna is mounted on AM towers to a height of 367 feet.

* * *

WAGA

Western Union Bldg. Main 5101

WAGA got its start back in 1927 as WKBJ in Toccoa Falls. In 1931 it became WTFI in Athens and moved to Atlanta in 1937. Its ownership included Toccoa Falls Institute (1927); Norman Winston (1932); *Atlanta Journal*, Harold Lafount and Arde Bulova (1937) when it moved to Atlanta with its present call letters. The station was on the 1450 kc band with power of 1 kw day and 500 w night. Jess Swicegood was manager. The station was sold to George B. Storer and the Fort Industry Co. on June 1, 1940, with Don Ioset as the new manager.

In 1941 the station was authorized to shift its frequency to 1480 kc and later that year to its present frequency of 590 kc. Its nighttime power was increased to 5 kw in 1944. In 1942 Charles Smithgall succeeded Mr. Ioset as general manager and in 1946 James E. Bailey, who was then commercial manager, was appointed managing director. The station was an ABC affiliate until Dec. 15, 1947, when it relinquished the network to become an independent outlet. As of Sept. 26 of this year, however, it will become the Atlanta affiliate of CBS.

Station Built Audience With Extensive Promotion

Between network affiliations, WAGA managed to build a listening audience that has been the envy of independents the country over. Using extensive promotion for its varied program appeal, the station made Hooper history for an independent in a market served by the four networks. Program theory based on block scheduling of audience appeal paid off handsomely: 11 a.m. to 2:30 p.m. daily, a typical example, programming beamed to audience preferring gospel or hillbilly music; 4 p.m. to 6 p.m. four-four beat and jive stressed with minimum conversation. WAGA claims that an analysis of the six year Hoopers from 1942 through 1947, shows it to be the only station in Atlanta consistently to increase its share of the morning, afternoon and night audience.

Mr. Bailey's staff includes Wm. H. (Bill) McCain, program director; Claude Frazier, sales director; Wm. R. Terry, promotion director, and Paul Cram, chief engineer. Transmitter is located on North Druid Hill Road, six airline miles from downtown Atlanta. Station employs about 40 people.

WAGA-FM on Full Power Soon

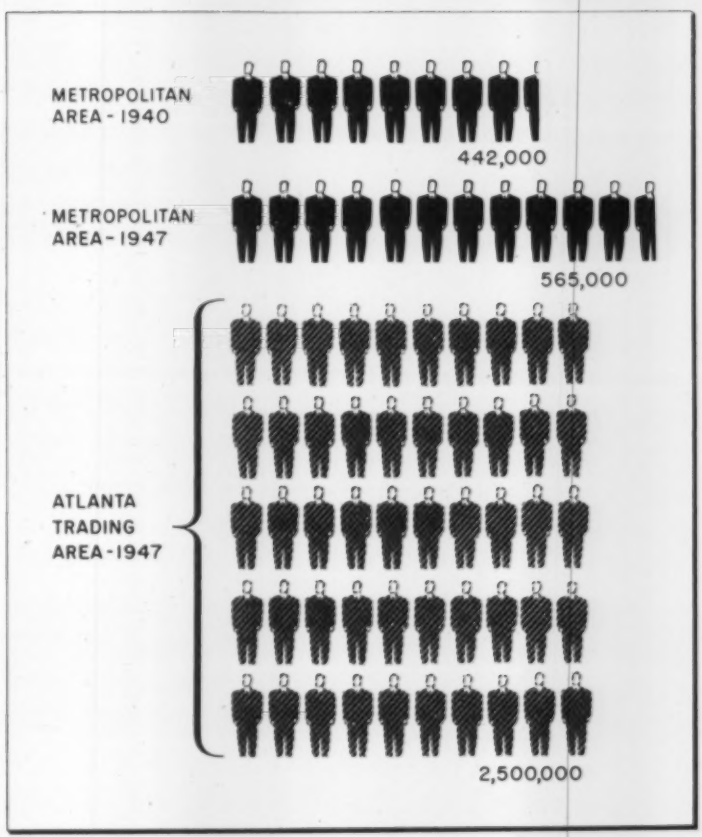
WAGA-FM began preliminary operation on 103.3 mc (Channel 262) on May 15 and will go to full power (10 kw) very soon. Effective radiated power will be 50 kw. WAGA-TV, Channel 5 (76-82 mc), 17.5 kw video, 9.5 kw aural, is expected to go on the air Sept. 1 with a schedule of news, film features and remote programs. The Katz Agency is national representative.

* * *

WBGE

Georgian Terrace Hotel Vernon 1194

WBGE went on the air March 1, 1947. It boasts the best technical equipment and most modern studio design. Its frequency is 1340 kc with 250 w power day and night. Station is the only 24-hour outlet in Atlanta. Licensee is General Broadcasting Co. of which Mike Benton, owner of General Elevator Co. and other enterprises, is president. Mr. Benton is also president of the Southeastern Fair Assn., said to be the biggest venture of its kind in the entire East.



Figures Show Population Growth in Atlanta Area

WBGE Manager Owns Ad Agency

WBGE is managed by Maurice C. Coleman, formerly associated with WGST, WJTL and WAGA in Atlanta. He is also owner of an advertising agency in that city. WBGE claims it was the first independent station in Atlanta and first fulltime FM station, WBGE-FM, went on the air June 23, 1947, duplicating its AM programs. It operates on 95.5 mc, (Channel 238) with 20 kw power on a 24-hour schedule. WBGE's link mobile transmitter truck is a familiar sight in Atlanta. On hand to give listeners an on-the-spot review of news in the making, it has broadcast such noteworthy events as the motorcycle and midget auto races at Lakewood Park, the arrival of the Freedom Train and the giant balloon parade heralding the opening of the Southeastern Fair. The mobile unit also travels to the airport and other terminals to greet outstanding visitors to the city and visits the public schools for special broadcasts. Thirty-two are employed at the station, which is represented nationally by Burn-Smith Co.

(Continued on page 14)

5000 WATTS
DAY AND NIGHT
WRGA
WRGA-FM
Covers
Northwest Georgia and Northeast Alabama
HAPPY QUARLES GENERAL MANAGER
MUTUAL BROADCASTING SYSTEM
Represented by
THE WALKER COMPANY
ROME, GEORGIA

Atlanta

(Continued from page 13)

WCON Atlanta Constitution Bldg., Lamar 4545

WCON went on the air Dec. 15, 1947. It occupies the entire top floor of the new, streamlined Constitution Bldg. which houses all properties of Atlanta's only morning newspaper. The station is licensed to the Constitution Publishing Co. of which Clark Howell is president. Its frequency is 550 kc and day and night power is 5,000 w. The station, part of the corporate setup of the newspaper, is operated as an independent entity. Editorial and promotion cooperation, however, is extremely close between the two. David Carpenter, formerly with WINR Binghamton, N. Y., WKNE Keene, N. H. and WHEB Portsmouth, N. H., is general manager. Mr. Carpenter began his radio career in 1928 as part-time announcer at WBRE Wilkes-Barre, Pa. while studying at Wyoming Seminary and working in a clothing store. His first full-fledged radio job was as salesman for WCMI Ashland, Ky. in 1938.

Station Readies TV Operation

WCON is the ABC affiliate for Atlanta and claims to be the only newspaper-owned station in the country to have all its properties, including the newspaper, under one roof. WCON-FM begins interim operation Aug. 15 on 98.9 mc with 3 kw power and full power operation in mid-1949 with 10 kw transmitter output and 54 kw ERP. WCON-TV is under construction, Channel 2 (54-60 mc) 15.8 kw visual, 9.05 kw aural power. The station employs 40 people and has invested in physical broadcasting property alone close to $900,000 for AM, FM and TV. Headley-Reed Co. is the national representative.

* * *

WERD 23 Broad St., SW Lamar 0666

On the air Aug. 2, the station is licensed to Radio Atlanta Inc. with Radio South of Jacksonville, Fla. owning 45%. Station is on 860 kc operating daytime only with 1,000 w power. Richard A. Granville, general manager, is its driving spirit. Forty-year-old Mr. Granville is a radio veteran with experience at WHBI Newark, N. J., WTTM Trenton, WMPS Memphis, WMBR Jacksonville and WBYN Brooklyn covering a period of eight years.

Prior to joining WERD, Mr. Granville was president of Litho Service in Atlanta. He is a cousin of movie star Bonita Granville. Announcing that WERD is starting "in the black," Mr. Granville estimates that cost of building the station has been about $35,000. He is determined to go after 80% of the local merchants who "have not been able to afford radio before" and make it possible for them to use radio consistently and profitably as "their one best advertising medium." Joseph Hershey McGillvra has been appointed national representative.

* * *

WEAS 217 W. Ponce de Leon Decatur Dearborn 2521

The station went on the air July 15, 1947 as a daytime station with 1,000 w power on 1010 kc. Licensee is E. D. Rivers Jr., son of former Governor Rivers of Georgia who in turn owns WGOV Valdosta, Ga. Young Rivers, who was admitted to the bar at the age of 16, is providing a necessary service to the Negro population and devoting considerable time to educational and civic problems in his community.

Specializing in race, rural and religious programming, WEAS claims coverage of a 75-mile radius having a population of almost a half-million Negroes. For promoting racial harmony, Mr. Rivers was recipient recently of a plaque "for meritorious public service" by an all-colored group, first time in the 27-year history of radio that such a group has presented an award to southern radio management. Station has 16 employes.

* * *

WQXI Peachtree & Mathieson Cherokee 2196

WQXI is licensed to R. W. Rounsaville who also owns WBAC Cleveland, WBEJ Elizabethton-Johnson City, WKSR Pulaski and WGRV Greeneville, all in Tennessee. Station went on the air April 26, 1948 operating on 790 kc with 1,000 w daytime only. Mr. Rounsaville claims to have brought a new formula into the Atlanta market. Specializing in good music, daily news coverage of on-the-scene events and ruling out hillbilly and religious programming, WQXI has aimed its appeal at the well-to-do suburban market. Proud of its time capsule, every hour on the hour, and including the time of day, local temperature, four headlines in the news and sports flashes packaged in the three-minute capsule, the station also directs its selling effort to the local merchants with remarkable success, according to Mr. Rounsaville.

Army Buddies Help Run WQXI

The story at WQXI is that only the program director, Bill Lowery, has had extensive radio experience (that is, besides Mr. Rounsaville himself). The others are buddies he picked up while serving in the Army or just likely looking youngsters with a will to sell radio. Incidentally, Mr. Rounsaville was the first GI to be granted a station by the FCC on discharge from the service. Total number employed is 16.

BASIC RATES

One-Time Hour Rates for Atlanta Stations

WSB—750 kc,	$450.00
WGST—920 kc,	200.00
WATL—1400 kc,	160.00
WAGA—590 kc,	240.00
WBGE—1340 kc,	160.00
WCON—550 kc,	240.00
WERD—860 kc,	100.00
WEAS (Decatur)—1010 kc,	76.50
WQXI (Buckhead)—790 kc,	82.50

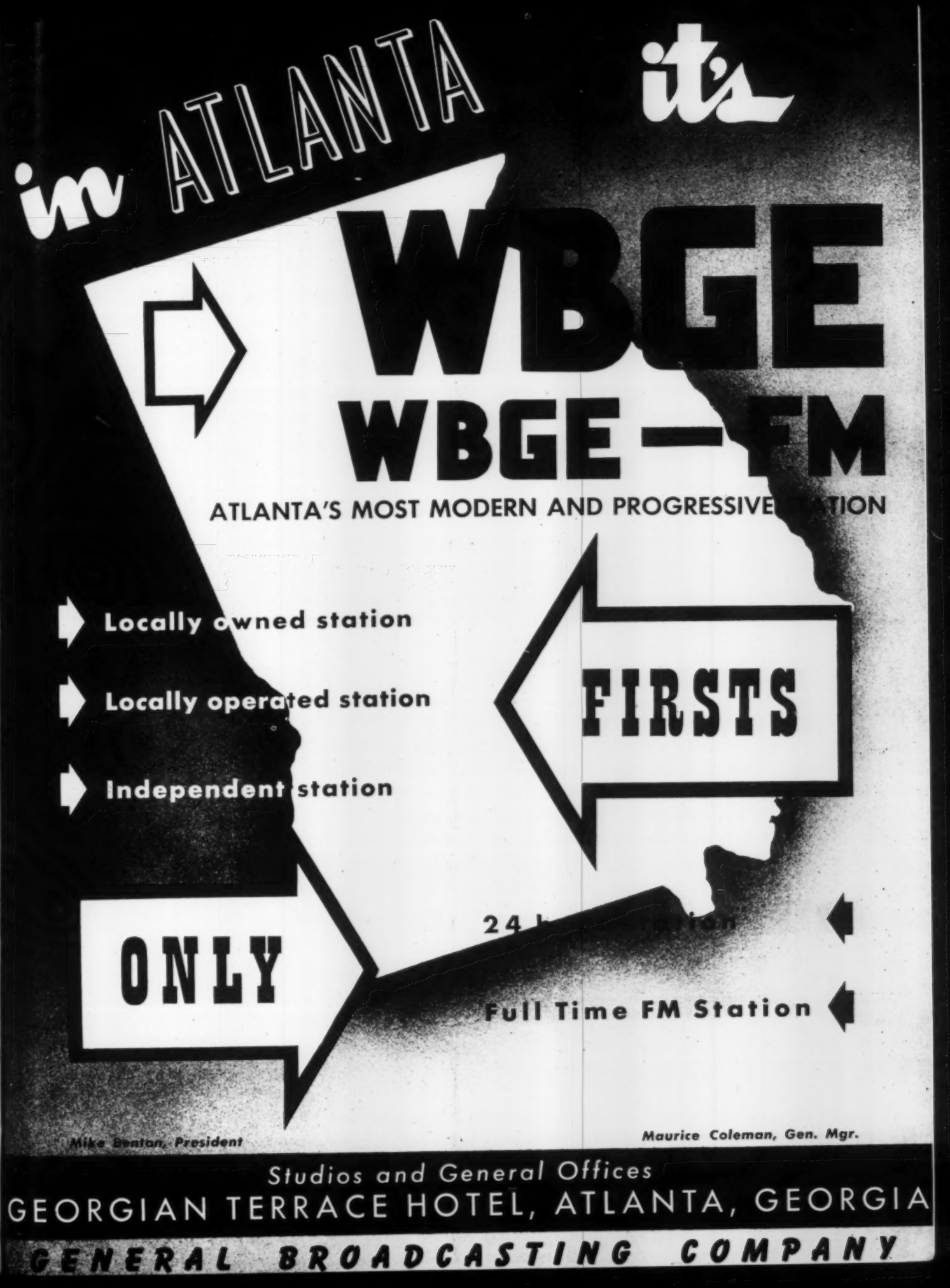
HEADLEY-REED COMPANY

REPRESENTING RADIO STATIONS EXCLUSIVELY

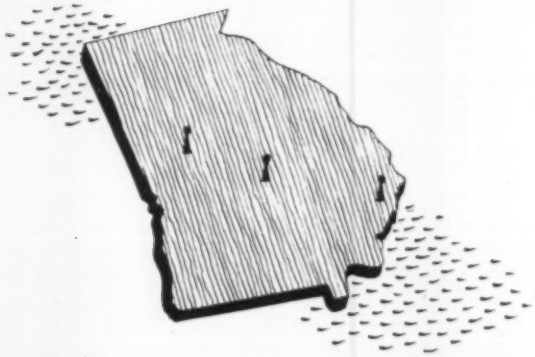
NEW YORK CHICAGO DETROIT ATLANTA
LOS ANGELES SAN FRANCISCO
ALL OFFICES COMPANY OWNED AND OPERATED

Surveys of Other Major Radio Markets Are Underway

Watch for Los Angeles, Boston, Chicago, Baltimore and San Francisco Stories in Future Issues


in ATLANTA it's
WBGE
WBGE—FM
ATLANTA'S MOST MODERN AND PROGRESSIVE STATION
Locally owned station
Locally operated station
Independent station
FIRSTS
ONLY
24 Hour Station
Full Time FM Station
Mike Benton, President
Maurice Coleman, Gen. Mgr.
Studios and General Offices
GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA
GENERAL BROADCASTING COMPANY

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio

WAGA
ATLANTA
5000W · 590Kc

WMAZ
MACON
10,000W · 940Kc

WTOC
SAVANNAH
5000W · 1290Kc

The C.B.S.* Affiliates in Georgia's First 3 Markets

*WAGA joins C.B.S. Sept. 26, 1948

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

1. Concentrated coverage **2.** Listener loyalties built by local programming
3. Dealer loyalties **4.** Merchandising assistance

— In Georgia's First Three Markets

Represented, individually and as a group, by

The Georgia Trio — WAGA WMAZ WTOC

THE KATZ AGENCY, INC.
New York · Chicago · Detroit · Atlanta · Kansas City · San Francisco · Los Angeles · Dallas

Programs

"THE BOSS PAYS" on new quiz program of same title starting today, Aug. 2, over WTOP Washington. New switch on quiz format involves three-person teams from two local business organizations. They answer questions asked by m. c. Ted Lingo. Winning team members each day will be awarded cash by WTOP and prizes by their employers. Teams will return to show day to day as long as they win. Most questions will be based on music furnished by Johnny Salb, WTOP staff organist. Program, to be heard Mon.-Fri., 10:30-11 a.m., will be produced by Larry Beckerman and written by Stephanie Lewis

Romantic Contest

TO HELP settle romantic difficulties in "Neath Western Skies," musical show heard Friday nights over KEX Portland, station has introduced new contest. Listeners are asked to send in opinions on whether heroine, Mary Lou, should run for mayor of Sweetbriar, or marry leading-man, Dude. Eighty record albums by Roy Jackson and the Northwesterns will be awarded to top 80 entries, with albums being equally distributed to 40 best adjudicated "do's" and "don'ts." Picture of cast goes to each contest entry.

Dog Contestant

TRAINED DOG, "Poppy," was guest on recent broadcast of "Shopping by Radio" over WDRC Hartford, Conn. Special dog prizes were secured by station officials to be awarded to "Poppy" for questions she answered correctly. She answered questions by barks.

'Lucky Bid'

SECRET auction program is being introduced to the trade for distribution by Syndicate Adv. Co., Indianapolis, originator and copyright holder of program. Titled "Lucky Bid Secret Auction," program is designed for either television or aural radio. Format includes describing, or, in case of TV, demonstrating items of sponsors, such as radios, sweepers, luggage, etc., and inviting listeners to bid on them. Regular sales price is emphasized along with features of article. Listeners are permitted to bid on any or all items desired, sending bids in on blanks provided by station or offered in sponsor's place of business. Bids are mailed to station where they are opened by Syndicate Adv. Winners are indicated and notified and bids sent to sponsors for future reference. Syndicate Adv. is distributing "brief" on show to industry.

Underwrites Listener-Sponsored Show

FOR PAST six months WQQW Washington has been broadcasting two-hour symphonic program sponsored by its own listeners. On Sunday, July 25, when "The Listeners' Symphony" was presented for 29th time, station announced that henceforth program will continue as service of WQQW. Program has been on air since January when station asked listeners to send in subscriptions for show. Thereafter, program had been introduced each Sunday with: "The audience of WQQW presents 'The Listeners' Symphony'."

Capital Question

QUESTION asked on recent "Nugget of Knowledge" program over KTOP Topeka, Kan., started deluge of telephone calls to state capitol, station reports. Jack Layton, m.c. of show, asked listeners name of lieutenant governor of Kansas. For next several days, capitol building was swamped with calls from listeners wanting to know answer. Governor's office reported that it alone had received about 1,000 calls. KTOP then invited Lieut. Gov. Frank L. Hagaman to come to studios for interview and to meet winner of contest.

Features Dutch Musician

WHEN Mathieu Niel, Dutch composer and orchestra leader, visited friends in Waterbury, Conn., recently, WBRY presented special program with Mr. Niel as guest. Recordings made by him in Dutch (Decca) were played on program and Mr. Niel performed some of his latest compositions on piano.

Covers Field Day

RECORDINGS of main events of Northeastern Indiana Grassland Field Day, held at Wakefield, Ind., were made and rebroadcast by WOWO Fort Wayne, which was one of joint sponsors of event. Some 5,000 farmers and their families attended the practical clinic. Jay Gould, WOWO farm director, covered event with recorder and used portions of records on air same day. On following days WOWO's "Nancy Lee and the Hilltoppers" headlined the event.

REVIEWING WGN Chicago's program potential, Bruce Dennis (standing), assistant program director in charge of operations, and Walter J. Preston, commercial program director, confer on mutual problems after appointment to their new posts. Mr. Dennis previously was director of public relations for WGN and Mr. Preston worked as station commercial manager. James G. Hanlon, assistant public relations director, assumes Mr. Dennis' duties.

Prizes to M.C.

IT'S GIVE and take with new program on WINX Washington. In "Anything Goes," star of the show, Jay Owen, telephones listeners during broadcast and asks them to ask him a question. If he answers correctly they can send him a prize. Telephone numbers are determined by Mr. Owen closing his eyes and dialing. Prizes he has received range from "Jay Owen Dream Boy Pie" to six-foot Texas rattle snake. In addition, each day different local businessman, Sponsor of the Day, offers merchandise or services to first three listeners who call him while on the air. For example, I. T. Cohen Agency offered free commercials on WINX to first three businessmen to call.

Air Dixiecrats

DIXIECRAT Convention was aired by WDSU New Orleans for over four hours, including the nomination of Storm Thurman for President, and Fielding Wright for Vice President, and acceptance speeches for both. Broadcast was carried through special arrangements with WKAK Birmingham, Ala.

Aid to Shoppers

WITH retail stores closed Wednesday afternoons in Framingham, Mass., shoppers are urged to buy Wednesday mornings in "Shoppers Special" program every Wednesday, 8:55-9 a.m. on WKOX. "Red" Lewis, m.c., tells of specials for that day only, with some items reduced to as much as 50%, to give program more impetus. It is planned to extend program to full hour, 8-9 a.m.

WPIT 'Stockholders'

MORE than 500 Pittsburgh high school students are "stockholders" in "The Sponsor Program," disc jockey show aired Mon.-Fri. over WPIT Pittsburgh, and sponsored by local Record and Gift Center. "Stockholders" obtain shares by making personal appearances at sponsor's store and then voting for "board of directors," composed of one representative from each district high school. This board selects "junior disc jockey of the month" from recordings made by high school contestants. Winner runs show for two weeks and receives $50.

Interviews Sculptor

"HE GETS his man and his interview" is motto of George B. German, inquiring farm reporter of WNAX Yankton, S. D. Mr. German recently took to the air and flew with Junior Chamber of Commerce Air Tour to gain interview with Korcsak Ziolkowski, sculptor, at dedication of Crazy Horse Memorial Monument in Black Hills, about 10 miles from Mt. Rushmore Memorial. Statue of Crazy Horse, Sioux chief who defeated Gen. George Custer, will be largest statue in world, measuring 500 feet high and 400 feet wide and taking approximately 30 years to complete. In interview for WNAX, Mr. Ziolkowski related his plans for the work and how he was chosen for job.

Saturday for Children

POPULARLY known as "Your Sports Station in Canton," WCMW Canton, Ohio, is now building reputation as "Canton's Station for Young Listeners." Station has revised its Saturday morning schedule to provide three solid hours of programs of and for children and young people from toddlers to college age. "Excursions in Science" starts morning line-up, followed by "Boy Scouts," "Fisher's Birthday Party," "Silly Symphony," "Fire Fighters," "Solid Session," "Collegiate Review," and "The Story Lady."

Vegetable Growers Aired

AUTHORITIES on vegetable production and allied industry will be featured on broadcasts over Maryland stations during 40th Annual Convention of Vegetable Growers of America, when they meet in Baltimore, Aug. 8-12. Eight stations have scheduled 26 broadcasts and two television outlets have scheduled eight telecasts during the two weeks. During Eastern Shore field trip Aug. 11, broadcasts will be piped to WBAL WFBR WCBM WITH Baltimore; WCMD Cambridge, Md.; WSID Essex, Md.; WBOC Salisbury; WMAL Washington and WMAR-TV and WBAL-TV Baltimore.

NTFC REPORTS

Placed Before Council

COMMITTEE reports of the newly-formed National Television Film Council were placed before Council members at the second official meeting July 22. Reports cover such projects as a standard exhibition contract for distributors and TV stations, a clearing bureau for TV rights and film catalogues, and potential establishment of an arbitration board.

Explaining provisions of the proposed exhibition contract, not yet approved by members, Seymour Peyser, legal counsel for NTFC, said it was a "uniform procedure" for agreement dealing with film delivery and systems for warranties and availabilities. Under the warranty clause, governing distributor and performance rights, the Council would not attempt to indemnify the distributor or negotiate contracts. It would serve merely as a clearing house for problems arising from legal and semi-legal decisions (such as FCC).

Contract has been presented for station consideration to Robert Paskow, TV director of WATV Newark and TV station committee chairman.

Committees also reported on NTFC's plan for establishment of a Central Information Bureau designed partly to clear TV rights whereby distributors would file documents attesting legal rights and authorizing exhibition. With clearances in order, bureau would issue a certificate of approval and permit use of seal on film prints.

Project would save stations necessity of investigating TV rights and clearances and assure readier acceptance of the distributors' products, it was pointed out. Bureau would also make available a film catalogue for television, indicating NTFC approval and designating subjects.

Melvin L. Gold, temporary chairman of the Council, told members NTFC's "long-range" aim is to set up a board for arbitrating problems among various industries related to film production, distribution and exhibition for which committees already have been formed.

Members representing television stations, advertising agencies, networks, film production firms, film consultants and other allied organizations, attended the meeting, held at Sardi's restaurant. They heard a major address by John E. Maurer, engineering vice president of the Society of Motion Picture Engineers (see story, page 83) and praiseworthy comments by E. York, of the American Television Society, which gave its blessings to Council efforts thus far.

NTFC soon will be organized as a membership corporation under New York state laws pending signature of the certificate of incorporation. Membership "in good standing" as of Sept. 15, when permanent officers will be elected, are to be designated charter members.

Performing Artist Union Merger Appears Unlikely

REJECTING proposed merger of all performing artists into one big union, Screen Actors Guild board of directors has voted down proposal which was initially developed at recent convention of Associated Actors and Artists of America. Rejection's effect upon possible unity in television negotiations with several unions is not yet apparent.

Since acceptance of proposal by all units within AAAA is necessary, SAG's action is expected to kill project. Similar position is expected from Screen Extras Guild.

Reasons offered for SAG move are: Control of such body in New York would not be in best interest of film actors who are dominantly centered in Hollywood. Cost of such organizational superstructure would necessitate hike in dues. Formal notification has been sent to all AAAA branches including Actors Equity, AFRA, American Guild Variety Artists, Screen Extras Guild, Guild of Musical Artists and Chorus Equity.

Stop Music? Where?

ANNOUNCER Lou Corbin, WFBR Baltimore, had just finished reading a spot and making a station break on ABC's *Stop the Music* when he got a long distance phone call. It was from Paintsville, Ky., and the voice was feminine. "Ah jus' called to tell y'all the name of the mystery meladee!" But, Announcer Corbin tried to explain, *Stop the Music* originates in New York, not Baltimore. "Don't you tell me that," the voice insisted, "I jus' heard you say WFB-ah, an' somethin' about auto-mo—wasn't it Jahman Motahs?" Again the announcer tried to explain, and this time with some success. "Ah, honey," said the Kentucky voice, "y'all mean ah don't get a chance to win all those prizes?" Announcer Cobin reluctantly told the lady she'd simply have to wait for New York to call her.

CBS' Barber Ill; 3-Man Team to Cover Olympics

WALTER (Red) BARBER, CBS director of sports, was reported to be "resting comfortably" in Presbyterian Hospital, Pittsburgh, last week, after a gastro-intestinal attack.

Mr. Barber, who was stricken July 23 while playing golf in Pittsburgh, was to have left July 26 by plane for London to cover the Olympic Games for CBS, but will remain in the U. S. under doctor's orders.

CBS announced it will be represented at London's Wembley Stadium by a three-man team comprising Stephen Laird of the London bureau, who competed in the 1936 Olympics; John Derr, assistant CBS sports director, and David Schoenbrun of the network's Paris staff.

News

MICHAEL J. SANDY, former sports director at WIBX Utica, N. Y., has been appointed to similar position with WGAT Utica. He is editor and publisher of "Utica Bowling and Sports Journal."

CHARLES (Chuck) GAUSS has joined news department of WTMV E. St. Louis, Ill., as assistant to **JOHN SABIN**, news editor.

FRED BROPHY, news editor of WHIO Dayton, Ohio, since Jan. 1, has been appointed director of news for WHIO, WHIO - FM and WHIO-TV. Under his direction Dayton area news is being filmed in anticipation of WHIO-TV's operation after first of year. He has been in radio since 1936 and with WHIO since 1941 except for 43 months in Air Force.

Mr. Brophy

SHELLEY STUART, former staff announcer for KFOX Long Beach, Calif., and **DAVID ROSS Jr.**, former staff announcer for WQXR New York, have joined WNYC New York, as newscasters.

JACK DIX, sportscaster formerly with WCBI Columbus, Miss., and WHBQ Memphis, has returned to WCBI as director of sports, news and special events.

LARRY RAY, director of sports for KCKN Kansas City, will be honored Aug. 11 when Radio Appreciation Night is held at local ball park. Civic officials will pay tribute to Mr. Ray, who is announcer for Blue's baseball games.

LES HARDING, secretary of Sioux Falls Livestock Foundation, has joined KELO Sioux Falls, as farm director.

ERIK PAIGE, sports director of WCHS Charleston, W. Va., is the father of a boy, Ronald Jeffrey.

BILL HERBERT, sportscaster of CBR Vancouver, has gone to London, Eng. for daily commentaries on Canadian Olympic Games team. Daily newscasts will be shortwaved to Canada, rebroadcast on CBC Trans-Canada and Dominion networks.

WGST Building

GEORGIA State Board of Regents has called for bids for construction of a new building for Georgia Tech-owned WGST Atlanta. About $500,000 is planned for the two story brick building to be erected on the Georgia Tech campus. The building will house six studios for AM, FM and television programs. WGST-FM is now under construction and is expected to be operating by Jan. 1, according to Ben Akerman, manager.

from Tele-Tips WLWT

he's entranced with

JUNIOR JAMBOREE

In the studio and in packed living rooms moppets "go" for this nightly television program that is all fun and all for them—stunts, games, contests, prizes, entertainers and a serial movie of thrilling adventure. Kids call it keen . . . and a keen opportunity it presents to pull parental purse strings.

WLWT CINCINNATI

Crosley Broadcasting Corporation

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Maurer Discusses Types of TV Film

Says 16mm Compares Favorably With 35mm on Video

IF PRINTS are selected carefully, 16mm film on television compares favorably—technically, at least—with 35mm, according to John A. Maurer, engineering vice president of the Society of Motion Picture Engineers. Mr. Maurer addressed the National Film Council at its second official meeting in New York July 22.

Mr. Maurer, who heads 17 technical committees for SMPE and is president of his own firm, J. A. Maurer Inc., spoke on "The Facts of Life—Regarding 16mm Sound Films and Their Future on Television" illustrating his talk with demonstrations.

"The unpleasant fact is that application of 16mm film to television has not been attended with a great deal of success," Mr. Maurer said. "It is generally agreed that television's economic problem dictates use of 16mm films and that the criticism of broadcasters is justified. The difficulty of 16mm production, however, derives from its amateur status and the tastes of its customers."

Explaining the importance of lights, shading and density in TV, Mr. Maurer emphasized the need for relatively soft prints which, he said, producers must demand from film laboratories. With respect to the audio phase, station sound reproduction equipment is "sometimes faulty" and frequently needs only a little adjustment, he pointed out.

"Direct photography is the best method," Mr. Maurer said, "in that it gives twice as much detail and enables you to shoot only as much as you need after rehearsal." He said the key to the problem lay in having a "good director and a good writer."

In reply to a query from a television station operator, Mr. Maurer said that if it were a question of technical efficiency alone and not of material afforded only by 35mm, 16mm could do the job in most cases with a little adjustment.

During the general discussion it was pointed out that adequate equipment for sound reproduction was scarcer now than during the war.

TABLE IV

Definitive Service Analysis by Program Units*
June 6-12 (Commercial)

	Studio (Live)	Studio (Film)	Studio (Combined)	Remote (Live)	Remote (Film)	Remote (Combined)	Network (Live)	Network (Film)	Remote & Studio (Live)
NUMBER OF PROG. UNITS	80	252	77	39	1	18	58	2	2
PERCENTAGE OF PROG. UNITS	15%	48%	14%	7%	_**	3%	11%	_**	_**

* Based on 529 commercial programs reported by 20 stations (network duplications included)
** Fractions comprise remaining 2%

* * *

Telestatus

(*Continued from page 18*)

still a sustaining preempter of commercial time, as pointed out in April 26 TELESTATUS, may likewise occupy less time on TV. No test patterns as such were reported sold in the Rorabaugh report, though all stations use them. This is particularly true, of course, of those taking the air for the first time. Ever-increasing technical know-how, on the part of both stations and installation personnel, doubtless will hasten their demise as a time-consumer in a competitively growing industry.

Comr. Hennock on TV

FCC COMMISSIONER Frieda B. Hennock appeared as guest last Tuesday on the *Meet Mrs. Markel* show on WTTG, Washington outlet for DuMont Television Network. She was interviewed by Hazel Kenyon Markel, m.c. of the program.

Show Ironer on TV

CONLON division of the Conlon-Moore Corp. (ironers) put television to a new use during the recent Chicago Summer Furniture Market. Conlon sponsored a video demonstration in the Chicago Furniture Mart, with dealers cooperating.

TV CENSORSHIP LOOMS, NSS SPOKESMAN SAYS

THORNY problem of censorship with which the newly-formed National Television Film Council may have to grapple was discussed at recent council meeting by a spokesman of National Screen Service in Philadelphia.

He told members that Pennsylvania imposes $2 fee on all incoming prints and reminded that the state's Supreme Court is debating whether television is to be considered a motion picture. (Seven states have film censorship laws requiring tags on prints from other states.) NTFC is to serve as clearing house for film distribution.

Other complaints raised by council members: (1) Short subjects of film companies, expressly forbidden for use on TV, are being so used; (2) there appears to be no protection for producers of film commercials against repetition of their use, in light of continual mushrooming of TV stations.

NTFC also was told by a member of both American Television Society and Society of Motion Picture Engineers that only two of 16 TV stations he recently toured were following SMPE standards of operation.

Bailey Advises Stations To Program for Public

MORE "creative imagination" in radio programming was called for by J. N. (Bill) Bailey, FM Assn. executive director, in a speech last Tuesday before the Pittsburgh Radio and Television Club.

Maintaining that the "real program director of the future will be the public," Mr. Bailey warned FM broadcasters now in business that if they fail to serve well, "they will pay by losing their privilege of serving the public." Declaring that radio in the past decade "has thought and moved in terms of cash dividends, losing sight of human equations," he said that "the future FM broadcaster must regard himself as a quasi-public official whose duty is to program his station in such a way that it will not go the way of all forces that debauch the human mind."

Mr. Bailey criticized "money give-aways, blood-curdling thrillers, wise-cracking disc jockeys, so-called commentators who know not the first thing about reporting news."

3 Brothers Form Dallas Video Production Firm

FORMATION of Sack Television Enterprises, TV production firm, in Dallas was announced last week. The firm is a partnership which includes three brothers, Julius M. Sack, former sales promotion manager for Schenley Distilleries and onetime theatre executive, and Alfred and Lester Sack, who have operated Sack Amusement Enterprises since 1919.

Julius Sack is serving as firm's sales manager. Robert M. Moscow is production manager with headquarters in Dallas.

The firm has in production two groups of musical shorts, a series of 13 three-minute *Piano Reflections* featuring concert artists in popular classics, and 13 *Spiritual Sing-a-Longs*, old-time melody reels aimed at audience participation.

TOM MIX, Mutual network personality, will appear at the Wisconsin Centennial Celebration Aug. 9, designated "Tom Mix Day."

MEMO to JEAN LAWLER — Sullivan, Stauffer, Colwell & Bayles:

WCKY's "Makebelieve Ballroom" is a leader in ratings in Cincinnati. On the air 10A-12N and 3-5PM daily, with Cincinnati's outstanding disc jockey, Bill Dawes, as M.C., the Ballroom leads the other stations (excepting Network Station A) in 8, and is second in 5, of the quarter-hours it is on the air each day*.

*Pulse Mar-Apr Mon-Fri Ratings

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Use kglo

KGLO-FM

MASON CITY, IOWA

Listening audience earns more cash farm income than any other area of equal dimensions in U. S. To reach this buying power — use the selling power of kglo and KGLO-FM. Get real sales push!

kglo
1300 KC 5000 Watts
CBS Affiliate
Covers 29 counties in Iowa and Minnesota . . . rich agricultural region.

KGLO-FM
101.1 MC Channel 266
ERP 16,000 Watts
FM studio and personnel completely separate from AM.

Represented by WEED & COMPANY

Lee STATIONS

ACTIONS OF THE FCC

JULY 23 to JULY 29

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
ST-studio-transmitter | aur-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis-visual | unl.-unlimited hours

July 23 Decisions . . .

DOCKET CASE ACTIONS

AM—790 kc

Adopted proposed decision looking towards grant of application of Booth Radio Stations Inc. for new station at Saginaw Mich., 790 kc 1 kw unl. DA-2, and denial of mutually exclusive applications of Federated Publications Inc. for same facilities at Lansing, Mich., and of Saginaw Bcstg. Co. to change facilities of WSAM Saginaw from 1480 kc 250 w unl. to 790 kc 1 kw unl. DA (Comr. Jones dissenting).

ACTIONS ON MOTIONS

(By Comr. Sterling)

New England Television Co. Inc., Fall River, Mass.—Granted petition for leave to amend TV application to show new ant. site.

WELO Tupelo, Miss.—Dismissed as moot petitions requesting leave to amend application and for reconsideration and grant without hearing. Said application dismissed without prejudice.

Enid Bcstg. Co., Enid, Okla.—Dismissed as moot petition for reconsideration and grant without hearing of application.

Radio Projects Inc., Syracuse, N. Y.—Dismissed as moot petition requesting immediate consideration of TV application.

WERC Erie, Pa.—Dismissed as moot petition requesting leave to intervene in hearing on application of WSWZ Inc.

Diamond H Ranch Bcstrs., Auburn, Calif.—Granted petition for leave to amend application to specify 1490 kc in lieu 1420 kc, etc. Amendment was accepted and application removed from hearing docket on Commission's own motion.

Cosmopolitan Bcstg. Co., Los Angeles—Granted petiton to accept late appearance in re application.

Shelbyville Bcstg. Co., Shelbyville, Ill.—Granted petition for leave to amend application to specify trans. site and engineering information incidental thereto.

Gate City Co., Keokuk, and L. W. Andrews Inc., Davenport, Iowa—Granted petition to dismiss without prejudice application and Commission on own motion removed from hearing docket application of L. W. Andrews Inc.

WRC Washington, D. C.—Granted petition to intervene in hearing on Crescent Bcstg. Corp., Shenandoah, Pa.

Mid-Atlantic Bcstg. Co., Atlantic City, N. J.—Passed over petition to dismiss TV application.

Atlantic City World Inc., Atlantic City, N. J.—Granted petition to dismiss without prejudice TV application.

WIBK Knoxville, Tenn.—Granted petition for extension of time within which to file exceptions and request oral argument in re applications and time was extended to August 13.

Connecticut Bcstg. Co., Hartford, Conn.—Granted petition for Hartford TV hearing presently scheduled Aug. 10.

Twentieth Century-Fox of Calif. Inc., San Francisco—Denied petition to amend TV application to show proposed use aux. studio at Oakland.

Shelbyville Bcstg. Co., Shelbyville, Ill.—Granted leave to take depositions in proceeding on application.

Windham Bcstg. Co., Willimantic, Conn.—Granted petition for leave to amend application to specify 100 w instead of 250 w, to show changes in officers, etc. Amendment was accepted and application removed from hearing docket.

Milwaukee Bcstg. Co., Milwaukee—Denied petition for leave to amend TV application to specify Channel 6 or such other channel as may be available for assignment in area in lieu of request for Channel 6 only.

WEXT Inc., Milwaukee—Granted petition for leave to amend TV application to show minor changes in stock distribution, etc.

Majestic Bcstg. Co., Milwaukee—Granted petition to dismiss without prejudice TV application.

K E R N Bakersfield, Calif.—Granted continuance of hearing scheduled July 23 in re Docket 8349, to Oct. 18 at Washington.

Midwest Bcstg. Co., Milwaukee—Denied petition for continuance of Milwaukee TV hearing scheduled July 29 at Milwaukee.

July 23 Applications . . .

ACCEPTED FOR FILING

AM—1250 kc

Fort Payne On The Air, Fort Payne, Ala.—CP new standard station 1250 kc 100 w N 250 w D unl.

AM—1490 kc

Thomas J. Wallace, Tucson, Ariz.—CP new standard station 1490 kc 250 w unl.

Assignment of License

KFSA Fort Smith, Ark.—Vol. assignment of license from Donald W. Reynolds to Southwestern Pub. Co.

Modification of CP

WLOF Orlando, Fla.—Mod. CP change frequency, increase power, etc., for extension of completion date.

Transfer of Control

KHBG Okmulgee, Okla.—Vol. transfer of control of licensee corp. from Lucille Ross Buford, Paschal Buford and Sam W. Ross to Times Pub. Co.

Assignment of License

KVLH Pauls Valley, Okla.—Vol. assignment of license from James T. Jackson tr/as Pauls Valley Bcstg. Co. to KVLH Bcstg. Co., partnership consisting of James T. Jackson, Galen O. Gilbert, Phil Crenshaw, George A. Roundtree and Harley E. Walker.

AM—800 kc

Greer Bcstg. Co., Greer, S. C.—CP new standard station 900 kc 250 w D. AMENDED to change frequency from 900 to 800 kc.

AM—1450 kc

KVOU Uvalde, Tex.—CP change frequency from 1490 to 1450 kc.

Modification of CP

WAFM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

KRKD-FM Los Angeles—Mod. CP new FM station to change ERP from 14.4 kw to 15.120 kw, ant. height above average terrain from 550 ft. to 475.07 ft. and make changes in ant. system.

KECA-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KSMO-FM San Mateo, Calif.—Same.

License for CP

WTSP-FM St. Petersburg, Fla.—License to cover CP new FM station.

Modification of CP

WCON-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

WAGA-FM Atlanta, Ga.—Same.

WVNA Indianapolis—Same.

KIMV Grant Township, Kan.—Mod. CP new FM station to change frequency from 105.7 mc to 94.5 mc.

WSMB-FM New Orleans—Mod. CP new FM station for extension of completion date.

WLLH-FM Lowell, Mass.—Same.

WJAS-FM Pittsburgh—Same.

WPRO-FM Providence, R. I.—Same.

License for CP

WSAP-FM Portsmouth, Va.—License to cover CP new FM station.

Modification of CP

WCOD Richmond, Va.—Mod. CP new FM station for extension of completion date.

TV—186-192 mc

The Gable Bcstg. Co., Altoona, Pa.—CP new commercial TV station on Channel 9, ERP vis. 7.0 kw, aur. 3.5 kw unl.

License Renewal

Application for renewal of broadcast license filed by: KXRJ Russellville, Ark.; KSEI-FM Pocatello, Ida.; WFMO (FM) Jersey City, N. J.; KSUI Iowa City, Iowa (educ.).

TENDERED FOR FILING

TV—192-198 mc

Lufkin Amusement Co., Beaumont, Tex.—CP new commercial TV station Channel 10, 192-198 mc, ERP vis 28 kw, aur. 14.2 kw.

Assignment of License

WHKP Hendersonville, N. C.—Consent to assignment of license to Radio Hendersonville Inc.

AM—600 kc

KTBB Tyler, Tex.—CP change hours from D to unl. power from 500 w to 1 kw, and install DA-N.

FM—98.1 mc

St. Olaf College, Northfield, Minn.—CP new FM station on Channel 251 98.1 mc, 60 kw.

FM—104.3 mc

Coastal Plains Bcstg. Co. Inc., Tarboro, N. C.—CP new FM station 104.3 mc, Channel 282, 2.95 kw.

Transfer of Control

KLAC Los Angeles—Transfer of control of licensee corp. of AM station KLAC and TV station KLAC-TV from Dorothy S. Thackrey to Warner Bros. Pictures Inc.

KYA San Francisco—Transfer of control of licensee corp. from Dorothy S. Thackrey to Warner Bros. Pictures Inc.

Assignment of License

KSDJ San Diego, Calif.—Consent to assignment of license to Charles E. Salik. (1170 kc)

Acquisition of Control

WTHI WTHI-FM Terre Haute, Ind.—Acquisition of control of AM station and CP of FM by Anton Hulman Jr.

AM—1240 kc

Western Mass. Bcstg. Co., Great Barrington, Mass.—CP new standard station 1240 kc 100 w unl.

AM—1320 kc

KOLT Scottsbluff, Neb.—CP change power from 1 kw unl. to 1 kw N 5 kw D and change from DA-N to DA-DN.

AM STATION DELETED

R. K. Wittenberg and R. L. Stoddard d/b as San Joaquin Bcstrs., Las Vegas, Nev. Deleted station KSJC July 19 and call cancelled; 1340 kc 250 w unl.

July 26 Decisions . . .

DOCKET CASE ACTION

Petition Denied

Adopted memorandum opinion and order denying (1) petition of The Cincinnati Times-Star Co. (WKRC) for reconsideration or rehearing directed against Commission's decision of Nov. 18, 1947, granting application of WJIM Lansing, Mich. to change frequency, etc. and (2) dismissing as moot petition of WKRC to withhold action on application of WJIM for additional time to construct station and to recall CP issued (Comr. Jones dissenting).

July 26 Applications . . .

ACCEPTED FOR FILING

License for CP

WIOU Kokomo, Ind.—License to cover CP new standard station.

WCLA Baton Rouge, La.—License to cover CP new standard station.

AM—1460 kc

Wachusett Bcstg. Co., Fitchburg, Mass. CP new standard station 1280 kc 500 w D. AMENDED to change frequency from 1280 to 1460 kc.

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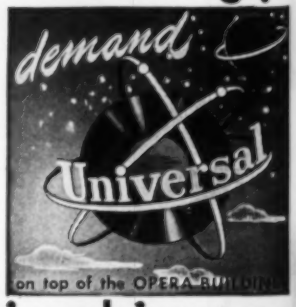

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License for CP

KSIM Sikeston, Mo.—License to cover CP new standard station.

KTXN Austin, Tex.—Same.

KSWA Graham, Tex.—Same.

Modification of CP

WCOV-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KFI-FM Los Angeles—Same.

WNHC-FM New Haven, Conn.—Same.

WNLC-FM New London, Conn.—Same.

WBGE-FM Atlanta, Ga.—Same.

WSB-FM Atlanta, Ga.—Same.

License for CP

WGAA-FM Cedartown, Ga.—License to cover CP new FM station.

Modification of CP

WJBC-FM Bloomington, Ill.—Mod. CP new FM station to change ERP from 45 kw to 32 kw, increase ant. height above average terrain to 425.47 ft.

FM—105.1 mc

WEAW Evanston, Ill.—CP to change class of station from Class A to Class B, frequency from 96.7 mc to 102.7 mc, ERP from 32.7 kw to 36 kw, change ant. height from 245 ft. to 234 ft. AMENDED to change frequency to Channel 286, 105.1 mc.

WENR-FM Chicago—Mod. CP new FM station for extension of completion date.

WMHC Indianapolis—Same.

WMBH-FM Joplin, Mo.—Same.

WMCA-FM New York—Mod. CP new FM station, to change ERP from 10 kw to 11 kw, ant. height above average terrain from 650 ft. to 631 ft.

WENY-FM Elmira, N. Y.—Mod. CP new FM station for extension of completion date.

WCBT-FM Roanoke Rapids, N. C.—Same.

FM—98.3 mc

Thomasville Bcstg. Co., Thomasville, N. C.—CP new FM station on 98.3 mc, Channel 252, ERP 450 w and ant. height above average terrain 250 ft.

Modification of CP

WERE-FM Cleveland—Mod. CP new FM station for extension of completion date.

WLOK-FM Lima, Ohio—Same.

KSPI-FM Stillwater, Okla.—Same.

WISR-FM Butler, Pa.—Same.

WJPA-FM Washington, Pa.—Mod. CP new FM station, to change ERP from 5.8 kw to 6 kw, ant. height above average terrain from 390 ft. to 356 ft.

FM—94.3 mc

Marti Inc., Cleburne, Tex.—CP new FM station (Class A) 94.3 mc, ERP 325 w and ant. height above average terrain 201½ ft.

Modification of CP

KTTV Los Angeles—Mod. CP new commercial television station for extension of completion date.

WNAD-FM Norman, Okla.—Mod. CP new noncommercial educational FM station for extension of completion date.

TV—Exp. Relay

The Times-Mirror Co., Los Angeles—CP new exp. television relay station on 6800-7050 mc, 0.1 w, emission special for FM and hours in accordance with Sec. 4.131(b) and 4.163.

The Wm. H. Block Co., Indianapolis—CP new exp. television relay station on 2000-2110 mc, 5 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

Is It Lucky 7?

NUMEROLOGISTS might puzzle this one awhile—and give ABC an explanation of why the number "7" appears so often in the network's plans for its new Television Center in New York City.

ABC's seven video affiliates do or will all operate on Channel 7, with their headquarters—the Television Center—to be located at 7 W. 66th St. The telephone number—Trafalgar 3-7000.

When WJZ-TV New York, key outlet of the ABC video hookup, takes the air Aug. 10, it will begin official operations at—7 p.m.

License for CP

Radio Station WOW Inc., Omaha, Neb.—License to cover CP's for two new exp. television relay stations.

Remote Pickup

Textile Bcstg. Co., Greenville, S. C.—CP new remote pickup station on 30 mc, 50 w, emission special for FM and hours in accordance with Sec. 4.403.

License for CP

KNOG Nogales, Ariz.—License to cover CP new standard station.

AM—1490 kc

Harding College, Searcy, Ark.—CP new standard station 1400 kc 100 w unl. AMENDED to change frequency to 1490 kc.

License for CP

KAGH Pasadena, Calif.—License to cover CP new standard station.

Assignment of License

WMTW Portland, Me.—Voluntary assignment of license from The Yankee Network Inc. to Radio Enterprises Inc.

AM—1240 kc

Western Mass. Bcstg. Co., Great Harrington, Mass.—CP new standard station 1240 kc 100 w unl.

Assignment of License

WAAB Worcester, Mass.—Voluntary assignment of license from The Yankee Network Inc. to Radio Enterprises Inc.

License for CP

WPPA Pottsville, Pa.—License to cover CP change hours, increase power, etc.

WGCD Chester, S. C.—License to cover CP new standard station.

KCNY San Marcos, Tex.—License to cover CP new standard station.

Modification of CPs

KRE-FM Berkeley, Calif.—Mod. CP new FM station for extension of completion date.

KWFM San Diego, Calif.—Same.

Assignment of License

KRJM Santa Maria, Calif.—Voluntary assignment of license from Robert E. Hancock and Stanworth G. Hancock, co-partners d/b as Santa Maria Daily Times to John H. Poole.

Modification of CP

WASH Washington, D. C.—Mod. CP new FM station for extension of completion date.

KCRK Cedar Rapids, Iowa—Same.

KSO-FM Des Moines—Same.

FM—97.1 mc

WWJ-FM Detroit, Mich.—CP specify ERP 10.5 kw, ant. height above average terrain 684 ft., overall height above ground 710.6 ft.

Modification of CP

WKBZ-FM Muskegon, Mich.—Mod. CP new FM station for extension of completion date.

KOAD Omaha—Same.

WNJR-FM Newark, N. J.—Mod. CP new FM station to change ERP from 20 kw to 13.5 kw, increase ant. height above average terrain to 593 ft., increase overall height above ground to 194 ft.

WEAN-FM Providence, R. I.—Mod. CP new FM station, to change ERP from 16.5 kw to 20 kw, ant. height above average terrain from 545 ft. to 500 ft.

KCOH-FM Houston, Tex.—Mod. CP new FM station for extension of completion date.

WHTN-FM Huntington, W. Va.—Same.

TV—180-186 mc

Capitol Bcstg. Corp., Indianapolis—CP new commercial TV station Channel 8, 180-186 mc, power vis. 24.143 kw, aur. 12.9 kw unl. AMENDED to change corporate name from Capitol Bcstg. Corp. to Universal Bcstg. Co. Inc.

TV—192-198 mc

Lufkin Amusement Co., Beaumont, Tex.—CP new commercial TV station, Channel 10, 192-198 mc, ERP vis. 28.4 kw, aur. 14.2 kw unl.

TENDERED FOR FILING

FM—107.3 mc

WKBW Inc., Buffalo, N. Y.—CP new FM station 107.3 mc, Channel 297, ERP 16.2 kw, ant. height above average terrain 334 ft.

TV—204-210 mc

Radio Station WHFR Inc., High Point, N. C.—CP new commercial TV station Channel 12, 204-210 mc, ERP vis. 1 kw, aur. 0.691 kw.

AM—1590 kc

Cecil C. Pember, Robert R. Osborne, Ernest W. Miller, William J. Braddock, Paul Marcum, Earl N. Garrett, d/b as Johnson County Bcstg. Co., Olathe, Kan.—CP new standard station 1590 kc 500 w D.

FM—104.9 mc

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—CP new FM station on 104.9 mc, Channel 285, ERP 695 w and ant. height above average terrain 381 ft.

July 27 Decisions . . .

BY THE SECRETARY

WXRF Guayama, P. R.—Granted license new station; 1590 kc, 1 kw, unl., and change studio location.

WNNC Newton, N. C.—Granted license covering new station; 1230 kc, 250 w unl., and change studio location.

WNBS Murray, Ky.—Granted license new station; 1340 kc, 250 w unl.

KWOA Worthington, Minn.—Granted license new station; 730 kc, 1 kw-D, and change studio location.

WJMB Brookhaven, Miss.—Granted license new station; 1340 kc, 250 w unl.

WTYC Rock Hill, S. C.—Granted license new station; 1150 kc, 1 kw-D.

WBLJ Dalton, Ga.—Granted license covering installation new trans.

WHOP Hopkinsville, Ky.—Granted license covering mounting FM ant. on top AM tower.

WBVP Beaver Falls, Pa.—Granted license new station; 1230 kc, 250 w unl., and specify studio location.

WRFC Athens, Ga.—Granted license new station; 960 kc, 1 kw-D.

KASA Elk City, Okla.—Granted license covering increase power to 250 w, install new trans. and change trans. location.

WISR Butler, Pa.—Granted CP to reinstate permit which authorized changes in vertical ant. and mount FM ant. on AM tower.

WIKK Erie, Pa.—Granted mod. CP change type trans.

WEKR Fayetteville, Tenn.—Granted mod. CP change type of trans., and for approval of ant., trans. and studio locations.

The following were granted extension of completion dates as shown: WOR-TV New York to 12-31-48; WPRA Mayaguez, P. R., to 11-19-48; KLMS Lincoln, Neb., to 1-1-49.

WRNO Orangeburg, S. C.—Granted license install new trans.

KXXX Colby, Kan.—Granted license new station; 790 kc, 5 kw-D.

WFBR Baltimore, Md.—Granted license change DA.

KVLU Lubbock, Tex.—Granted mod. CP for extension of completion date to 180 days after action on petitions filed by Western Plains Bcstg. Co. Inc. and Plains Radio Bcstg. Co., for rehearing and reconsideration.

WMCT Memphis, Tenn.—Granted extension of completion date to 1-28-49.

WNOW York, Pa.—Granted license new station; 1250 kc, 1 kw-D, and specify studio location.

WCOG Greensboro, N. C.—Granted license for new station; 1320 kc, 1 kw-DA, unl. and specify studio location.

WHAD Madison, Wis.—Granted license new non-commercial educational FM station.

Miami Valley Bcstg. Corp., Area Dayton, Ohio.—Granted CP and license to cover new exp. TV station.

WNAR Norristown, Pa.—Granted vol. assignment of license from Rahall Bcstg. Co. Inc. to Norristown Bcstg. Co. Inc., a newly formed corp.

KMO Tacoma, Wash.—Granted CP install new trans.

WOAY Oak Hill, W. Va.—Granted CP make changes in vertical ant., type trans. and mount FM ant. on AM tower.

WLPM-FM Suffolk, Va. — Granted mod. CP change trans. in new FM station.

The following were granted mod. CP's for extension of completion dates as indicated:

WLWF Columbus, Ohio, to 11-19-48; KTRB-FM Modesto, Calif., to 11-3-48; KFUO-FM Clayton, Mo., to 9-24-48;

(Continued on page 86)

The Western Link in the Lone Star Chain

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British Invention Turns Out Machine-Made Set

NEW BRITISH machine capable of turning out three radio circuits a minute is the subject of an article in the August issue of *Fortune* entitled, "The First Automatic Radio Factory."

The machine is known as E.C.M.E. (electronic circuit making equipment) and was invented by John A. Sargrove, who for 11 pre-war years was chief engineer of British Tungsram Radio Works Ltd. Last year, according to *Fortune*, Mr. Sargrove was first recipient of the Clerk Maxwell award of the British Institution of Radio Engineers, partly for his work on E.C.M E.

The device, which employs what is known as the "spray-milled" circuit, is turning out circuits for a small two-tube radio, as well as for two larger instruments (four-tube radio and a radar-testing device called an oscilloscope). "Soon," says *Fortune*, "E.C.M.E.'s automatic hand may be turned to television, radar, and electronic controls for guided missiles." Its inventor estimates that "50 people and one E.C.M.E.—costing $100,000—could easily outproduce 1,500 workers using orthodox radio-construction methods."

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FCC Actions

(*Continued from page 85*)

Decisions Cont.:

WIP-FM Philadelphia to 9-10-48; WKST-FM New Castle, Pa., to 8-15-48; WHBC-FM Canton, Ohio, to 11-7-48; KXYZ-FM Houston, Tex., to 2-1-49; WJAR-FM Providence to 12-15-48; KVRE Redding, Calif., to 9-14-48; WTBM-FM Jackson, Mich., to 8-21-48; WHKX Cleveland to 10-11-48; WCAC Anderson, S. C., to 11-15-48; KTRH-FM Houston to 2-12-49; WBFZ Chicago to 10-1-48; WNYE New York City to 10-30-48; KOKH Oklahoma City to 1-21-49; KSTP-TV St. Paul to 10-16-48.

WMC Memphis, Tenn.—Granted CP make changes in DA and mount TV and FM ant. on AM tower.

WRGB Schenectady, N. Y.—Granted mod. CP for extension of completion date to 11-1-48.

WIBM Jackson, Mich.—Granted mod. CP for extension of completion date to 8-21-48.

WFNS Burlington, N. C.—Granted license install new trans.

WOAM Miami, Fla.—Granted request for cancellation of license for alternate main trans.

KCHE El Reno, Okla.—Granted mod. CP change type of trans., approval of ant. and trans. location, and specify studio location.

KOA Denver, Col.—Granted authority make changes in ant.

The following were granted mod. CPs for extension of completion dates as shown:

KDYL-TV Salt Lake City to 10-1-48; KLAC-TV Los Angeles to 2-1-49; WONS-FM Hartford, to 8-15-48; WFAM Lafayette, Ind., to 8-1-48; KWBB Wichita, Kan., to 10-10-48; WSAR Fall River, Mass., to 8-15-48.

July 27 Applications . . .

ACCEPTED FOR FILING

License for CP

KLMR Lamar, Col.—License to cover CP new standard station (1340 kc).

Auxiliary Transmitter

WMBR Jacksonville, Fla.—CP install old main trans. at persent location of main trans. to be used for auxiliay purposes with 250 w.

Relinquished Control

WCCM Lawrence, Mass.—Voluntary relinquishment of control of licensee corp. from Gordon S. Ley and Harold A. Ley to George H. Jaspert.

AM 1580 kc

Crest Bcstg. Co. Inc., Pascagoula, Miss.—CP new standard station on 1120 kc 250 w-D. AMENDED change frequency from 1120 to 1580 kc, make changes in ground system and ant.

AM—1230 kc

Frank E. Cooke, Deming, N. M.—CP new standard station on 1230 kc 250 w unl. AMENDED change name of applicant from Frank E. Cooke to Ray Birch and Robert A. Campbell, general partners, and Frank E. Cooke, limited partner d/b as The Deming Bcstrs.

License for CP

WNJR Brooklyn, N. Y.—License to cover CP install old main trans. at present site of main trans. to be used for auxiliary purposes with power of 1 kw, employing DA-N.

Modification of CP

WIKK Erie, Pa.—Mod. CP new standard station for extension of completion date.

AM—1490 kc

Knoxville Pub. Co., Knoxville, Tenn.—CP new standard station on 1490 kc 250 w unl. AMENDED to change type of trans.

APPLICATIONS FOR RENEWAL

Applications for renewal of standard broadcast license were filed by KVER Intermountain Bcstg. Co., Albuquerque, N. M., and WECW Electronics Corp. of Puerto Rico, Mayaguez, P. R.

AM STATION CANCELLED

Authorization was deleted and call letters cancelled of KCOW Eastland, Tex.—1600 kc, 1 kw-U, DA.

FM—103.3 mc

University City Bcstg. Corp., Urbana, Ill.—CP new FM station (Class B) Channel 277, 103.3 mc, ERP 3.6 kw and ant. height above average terrain 306 ft. AMENDED to change ERP from 3.6 kw to 2.4 kw; ant. height above average terrain from 306 ft. to 348 ft., type trans., change trans. location, change studio location to same as trans. site and make changes in ant. system.

Modification of CP

WKYC Paducah, Ky.—Mod. CP new FM station for extension of completion date.

WDSU-FM New Orleans, La.—Mod. CP new FM station change trans. site, change ERP from 145 kw to 157 kw, change ant. height above average terrain to 390 ft., change overall height above ground to 424 ft. and make changes in ant. system.

WGAL-TV Lancaster, Pa.—Mod. CP new commercial television station for extension of completion date.

WJAR-TV Providence, R. I.—Same.

Remote Pickup

Acadia Bcstg. Co., Area Crowley, La.—CPs for two new remote pickup stations on 1622, 2058, 2150, 2790 kc, power 6 w, emission A3 and hours in accordance with Sec. 4.403.

KLUF Galveston, Tex.—CP new remote pickup station on 1646, 2090, 2190, 2830 kc, 50 w, emission A3 and hours in accordance with Sec. 4.403.

TENDERED FOR FILING

Transfer of Control

WAML Laurel, Miss.—Transfer of control of licensee corp. from D. A. Matison Sr. to Harold M. Matison and D. A. Matison Jr.

Assignment of License

KVER Albuquerque, N. M.—Consent to assignment of license and CP to Westernair Inc.

Assignment of CP

KSEM Moses Lake, Wash.—Consent to assignment of CP to KSEM Inc.

(*Continued on page 97*)

FCC DENIES PETITION TO REHEAR WKRC CASE

FCC last week reaffirmed its decision in the Lansing-Cincinnati 550-kc case, denying WKRC Cincinnati's seven-month-old petition for reconsideration or rehearing.

In the decision the Commission had granted WJIM Lansing's application to move from 1240 to 550 kc and boost power from 250 w to 1 kw, but left the way clear for WKRC, seeking 5 kw fulltime on the channel (in lieu of 5 kw day, 1 kw night), to apply anew on condition that it limit its radiation toward Lansing [BROADCASTING, Nov. 24, 1947].

The Cincinnati *Times-Star* station contended there was nothing in the record to support FCC's requirement that it radiate less than 465 millivolts per meter toward WJIM. The station asked for reconsideration or rehearing and, in a subsequent petition, asked that FCC withhold action on WJIM's request for additional time to complete the new installation and that it recall the grant.

Reaffirming its original decision the Commission denied both petitions by a 4-to-1 vote, Comr. Robert F. Jones voting for rehearing. Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate.

WAVE-TV Joins NBC

NBC television network last week announced WAVE-TV Louisville as the third station to become a video affiliate within the week. WAVE-TV, owned by WAVE Inc., NBC AM affiliate in Louisville, will begin operations about Oct. 15. The other two stations signed by NBC within the week were WSPD-TV Toledo and KDYL-TV Salt Lake City.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager—5,000 watt NBC affiliate with good volume local and national billing has opening for commercial manager with proper educational and experience background. The man we are seeking must be of high calibre. have a thorough knowledge of radio advertising, and proven ability to sell, as well as executive ability to direct all sales operations for one of the leading stations of the South. Override commission arrangement assures substantial earnings commensurate with effort and ability. Detail education, experience and other qualifications first letter. Box 197, BROADCASTING.

Partner-manager wanted for 250 watt daytime station expecting CP soon. Owner controls 3 weeklies in area, wants sell one-third interest to man who can assume full responsibility. Strictly rural market serving 5 small towns with no daily newspapers.Owner experienced newspaperman, promotional ability, lived in area 20 years, knows nothing of radio. Fine opportunity for dependable, solid, ambitious young man. Albert Cooper, Shamrock, Texas.

Wanted—Highclass sales manager for northwestern network 5 kw affiliate in city of 40,000. Excellent living conditions. Must have small station experience and able to teach others how to sell. Must be able to develop local promotional commercial programs like Cooking School, Modern Home Builders, etc. Salary $100 a week. Box 259, BROADCASTING.

250 watt standard station now being built, only station in 15,000 population city Will need station manager, program director, engineer - announcers, commercial manager. Tell all first letter. Include references and salary wanted. C. H. Arundel, Middlesboro, Kentucky.

Salesmen

Experienced salesman. Good salary, bonus for go-getter. No floaters. Permanent. Well established FM station near Detroit. Write all details, photo. WJJW, Wyandotte, Michigan.

Network station substantial western city needs salesman. Need not have had great deal experience. Percentage and drawing account. Box 228, BROADCASTING.

Time salesman, 2. Salary commission. Allentown Bethlehem, Penna. area for new standard major network affiliate. Give full details. Box 234, BROADCASTING.

Wanted by 250 watt mutual station, time salesman. Generous commission plus salary. KVER, Albuquerque, New Mexico.

TRANSCRIPTION LIBRARY SALESMAN

WANTED: To travel. Commission basis. Every station can use our large repertoire, augmented monthly. Library sells at a low monthly rental. Must have car. Answer giving us your past experience. A hard worker can make real money. Box 210, BROADCASTING, 360 N. Mich. Ave., Chicago.

Attractive sales job. 15% commission. Southern city. Good account list with substantial billings at the beginning. Attractive guarantee. Must be good, live-wire experienced salesman. Box 241, BROADCASTING.

Salesman wanted. Choice market, top list of accounts and 20% commission against good draw. Just the job for an experienced salesman who is willing to work and make top income. Give full details and snapshot first letter. Box 271, BROADCASTING.

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Florida local needs salesman and young lady for copy, traffic and secretarial work. Salesman at straight salary. No man and wife teams please. Box 196, BROADCASTING.

Help Wanted (Cont'd)

Announcers

Sports personality wanted by 1000 watt, independent, large eastern market, to handle four-hour daily sports show. Send sample disc, photos, and experience record to Box 225, BROADCASTING.

Sportscaster. Top salary for top announcer in outstanding small market. Platter, photo, details now; interview later absolutely necessary. KFLW-ABC, Klamath Falls, Oregon.

Announcer with first class license for Florida local. Write wire or phone Fred U. Wamble, WTYS, Marianna, Florida.

Announcer. G.I. Immediate position Send disc. WAND, Canton, Ohio.

Want young, ambitious, responsible announcer. Submit detailed application. KGFW, Kearney, Nebraska.

Experienced announcer 1000 watt midwest network station desires to round out staff of youthful announcers with versatile young man. Excellent opportunity to grow with organization. Send qualifications, photo, salary expected and transcription to Box 265, BROADCASTING.

Wanted: Experienced announcer at progressive station in the East. Must be thoroughly experienced, must be versatile. Send disc, photo and details to Program Director, WRZE, York, Penna.

Technical

Starkville, Mississippi, WSSO—Mississippi State College, on air October first. Three combination men, one capable of chief engineer.

Immediate opening for engineer-announcer with emphasis on announcing. 40-hour week. Salary commensurate with ability. Send disc, photo and particulars. KBRL, McCook, Nebraska.

Applications will be accepted for engineering, production and camera personnel experienced and interested in television for Southern operation in immediate future. In applying to Box 81, BROADCASTING, state full qualifications, salary, employment record, and include photograph.

Chief engineer, competent, with a minimum of four years operating experience, one year as chief engineer. Position open southwestern 250 watt station. Send reference, salary required to Box 212, BROADCASTING.

Need two engineer-announcers to open new 250 watt station in eastern Montana September 1. Write Box 251, BROADCASTING.

Wanted — Combination engineer-announcer. Good voice and ability to operate board. First license, but engineering secondary. Prefer man who wants permanent position in southwest Texas town of 11,500. Write. No opening until August 10th. Radio Station KVOU, Uvalde, Texas.

The midwest's most progressive FM station is looking for an industrious engineer, with a first class ticket. Prefer single man who is willing to work. 40 hour week, with good pay. Send qualifications, at once, to chief engineer, Radio Station WCSI, Columbus, Indiana.

Wanted, three combination engineer-announcers for Mutual 1000 daytime outlet in N. C. going to FM soon. Box 250, BROADCASTING.

Production-Programming, others

Experienced girl continuity writer by Southern station. Originality and accuracy important, with ability to handle woman's feature. Submit copy samples, full information and picture first letter. Box 159, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Girl, as continuity writer, part-time announcer for women's programs. Send picture, voice transcription, and complete data. Box 233, BROADCASTING.

WANTED

Continuity Director

We are in urgent need of a progressive and alert individual to supervise our copy department which handles over 350 accounts. Salary commensurate with experience and ability. Send full details first letter to General Manager, WLEC, Sandusky, Ohio.

Community-conscious program director by N.E. AM-FM net-affiliated stations. Send evidence local programming and ideas making station integral factor all facets community. Photo & disk returned. State starting salary. Box 248, BROADCASTING.

Situations Wanted

Managerial

Executive officer-manager with 20 years profitable operation all phases AM-FM plus special TV training desires only one more change with better climate and opportunity to maintain or develop AM-FM-TV property on profit-sharing basis. Present employer offers finest recommendation. Box 127, BROADCASTING.

General manager available. 15 years experience all phases construction and station operation. Family man, sober, top record, references. South only. Box 134, BROADCASTING.

250 or 1000 watt station manager, employed, desires change. 12 years of successful sales, operations, and managership. Announce play by play, all type shows. Civic minded. Likes local programming. New station experience. Natural born salesman. Real mixer. Will put station in black. Age 28. Box 141, BROADCASTING.

Manager desires change after fifteen years with same important network station. Excellent qualifications and references. Fully experienced. Ten years as general manager plus eight years "ladder-climbing" as musician, announcer, newsman, program director, etc. College graduate. Income could be secondary to location and enjoyable associates. Box 146, BROADCASTING.

Manager or commercial manager. I have an outstanding record as manager for the corporation I am now employed by. In four months I made this station a profit for the first time. The corporation after making a profit decided to sell. The loss had been before my time 4 or 5 thousand a month. I have proof. If interested write Box 157, BROADCASTING.

Manager Available

with a diversified background of 17 years experience in all phases of station and network operation including programming, production and sales. Currently employed.

BOX 236, BROADCASTING

Sales manager available September 15th. Family man, age 43 with fifteen years experience in local and national sales on net and non-net stations. Currently managing news and music operation but more suited for sales job with recognized network outlet, regional network or station rep. Box 169, BROADCASTING.

Manager — Eleven years competitive metropolitan radio. Thorough grasp, network and independent operation, with record of success in both. Interested in challenging opportunity at major market station. Contact in confidence. Box 187, BROADCASTING.

Manager—now employed successful east coast station. Available short notice, personal interview. Box 186, BROADCASTING.

General or commercial manager. 13 years experience. Details on request. Box 202, BROADCASTING.

Complete staff, 5 men, assistant station manager and program director, continuity writer, record librarian, all of whom are experienced announcer-operators; and two first class licensed engineers. Excellent cooperating team, well-versed in opening and operating new station. Now employed, but entire staff mutually agrees on obtaining new position elsewhere. Box 224, BROADCASTING.

Situations Wanted (Cont'd)

Station manager desires change. Net work recommendations. 8 years experience. Masters degree in journalism. War veteran. Write Box 925, BROADCASTING.

Former station owner-operator. Ten years executive experience in management, promotion, programming. Desires affiliation with AM or television station. Box 252, BROADCASTING.

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4050, San Francisco 1, California.

Attention small station owners! Manager immediately available who can sell on resigned 250 watt daytime, after putting $6000 per month starting from scratch. Temporarily employed. Married, 39, stable, 18 years over all experience. Employees will work under me and be happy . . . prefer salary and commission or draw $6000 against commission. Midwest preferred, but will consider elsewhere. Box 220, BROADCASTING.

Conscientious female traffic manager fourteen months' experience. Can handle programming, promotion. Box 221, BROADCASTING.

Manager. Experienced all phases broadcast operation. Successful record as manager who produces sales and profits. A dependable family man interested in stepping up to a major market. City must be over 100,000 to be of interest. If you've a market with potential, I can make it pay off for you. Competition doesn't bother me—I bother the competition. I have the promotion, program and sales skill to make your station a profitable, sound business. Box 222, BROADCASTING.

Salesmen

Salesman — Well-grounded radio man with five years experience as announcer and production director wants lucrative permanent opportunity in sales. Box 211, BROADCASTING.

Experienced salesman wants position progressive station. Good references. Also competent announcer. Box 136, BROADCASTING.

Announcers

Announcer. Presently employed. available July 15th. Skilled all phases, strong on sports. Seeks connection more progressive station. Disc, photo on request. Box 46, BROADCASTING.

Announcer—Four years experience news, sports. Available immediately. Present employer will recommend. Prefer midwest. Box 213, BROADCASTING.

Announcer, thoroughly experienced. Excellent voice. Transcription, background will prove merits. Box 215, BROADCASTING.

Sportscaster, thoroughly experienced all play-by-play, wants position assuring football and basketball. All-around announcing if required, including board. Looking for permanent spot. Livable wage essential. In reply please state earnings. Box 216, BROADCASTING.

Experienced announcer, single, vet, college. Seeks advancement. Previously with ABC affiliates. Employed, reliable, prefer midwest, others considered. Box 217, BROADCASTING.

Newscaster seeks higher paying position. Box 218, BROADCASTING.

Scoop! Leading name disc jockey available soon. National award winner. Box 160, BROADCASTING.

Announcer. Need versatile announcer to work for benefit of station? One year's experience. References, disc, married. Box 182, BROADCASTING.

Dependable announcer desires to progress with friendly station. University graduate with two years of varied news, music and commercial experience. Available immediately and will gladly consider any reasonable offer anywhere. Box 185, BROADCASTING.

Experience plus saleability pays you money. Two men, presently employed as all sportscaster, program director, actor, director, announcer, want position with midwest station. Box 227, BROADCASTING.

Announcer, 27, single. Net experienced in writing, announcing, production. College and radio schooling. Authoritative voice quality. A. M. Lubins, 1322 Fairmont Ave., St. Paul, Minnesota.

Outstanding sportscaster wants combination play-by-play—salesman position at sports station. Talent and commission. Six years experience. Family. Let off-the-air transcriptions speak. Available on notice. Box 229, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, program director. Young, college graduate. Married. September 1st. Box 235, BROADCASTING.

Announcer, 18 months leading Chicago radio school. Go any place. Midwest preferred. Disc, photo available on request. Bob Wheelhouse, 941 Carmen Avenue, Chicago 40, Ill. Phone, Longbeach 4313.

announcer-actor. Experienced. Working with network affiliate. University graduate. Personable, reliable. Single. Interests ile in midwest, but will consider others. Box 219, BROADCASTING.

Disc jockey, 24, experienced, sober, intelligent. Strong on adlib, handle news, control board. Prefer northeastern Illinois. Box 226, BROADCASTING.

LINED UP FOR FOOTBALL?
Experienced sportscaster now with 50 kw wants better sports location on a salary plus talent basis. Play-by-play background in all major sports. Top references.
BOX 232, BROADCASTING

Specialized announcer: Sportscaster and play-by-play. Desires position with sports-minded station. 26, single veteran, college graduate, 4 years experience. Now employed 1000 watt affiliated station. Photo, recording available. Box 247, BROADCASTING.

Experienced announcer-salesman, now employed. Desire change. Married, vet. Experienced staff announcer, special events adlib, farm reporter, disc shows. Pleasant voice, sober, ambitious. Will travel. Disc, photo available. Box 268, BROADCASTING.

Experienced, versatile announcer strong on news. College graduate. Looking for permanent setup with metropolitan station. Excellent references. Box 256, BROADCASTING.

Announcer-continuity writer. Experienced. Prefer position in east or middlewest. Available immediately. Excellent references. Disc, commercials on request. Box 239, BROADCASTING.

Announcer, experienced. Desires position with future. Excellent references. Disc and particulars upon request. Box 245, BROADCASTING.

Experienced, 1st phone disc jockey and staff announcing. Single, 22 years old, excellent references. Available now. Box 266, BROADCASTING.

Announcer with selling voice. Newscasting a specialty. Ability to do any type of program from hillbilly to classic. References. Box 257, BROADCASTING.

Announcer. Over two years experience on good 250 watt stations. References. Employed. Married, 25. Box 253, BROADCASTING.

News, 30 years newspaper experience. Six years daily newscast. Exceptional localized district news ability. 2280 miles, three day campaign, 100 watt station. Available now or later. 2805 10th, Great Bend, Kansas.

Announcer. News, commercials; eight years experience. Draftproof, 28. Prefer southeast. Box 258, BROADCASTING.

Two announcers, 23, good voices looking for permanent positions together or separately, graduates of college and radio school, some experience, veterans, will travel. Disc and photo on request. Box 273, BROADCASTING.

Northeast stations; announcer experienced all phases, also have first phone ticket. Top salary for top quality work. Box 264, BROADCASTING.

Announcer, experienced, twenty-four years old with family, wants to locate in pleasant growing community. Box 263, BROADCASTING.

Announcer, reliable, sober. Experienced in newscasting, sportscasting, disc jockey and commercial copy. Immediate availability. Disc, photo on request. Box 261, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Engineer with first phone license desires immediate employment. Married, sober, and seven years experience in 250-5 kw. Prefer Louisiana, Arkansas Texas or Alabama. Phone 3-6808, Jackson, Mississippi.

Engineer, first phone, 15 months experience, desires position in southwest or west. Possesses car. Available immediately. Michael Matchen, 682 S. Harvard, Los Angeles.

Chief engineer and combination man. 1st phone and ten years experience. Maintenance, control and construction 100 w to 50 kw. Good voice with personality. Require $80 per week and housing. Married. Disc available. Box 56, BROADCASTING.

Presently employed chief announcer small network affiliate desires next step up. 3 years experience audience participation, news, disc jockey, writing, programming. College graduate, 29, single. Available for interview New York City vicinity week August 16th. Will travel. Box 214, BROADCASTING.

Engineer—control and transmitter. 50 kw experience. Will go anywhere. Have car. Box 128, BROADCASTING.

Two good announcers available. 50 kw and network experience. Can handle any type program including play-by-play sports. College background. Can do and interested in programming-production. Mature veterans. Write Box 149, BROADCASTING.

Engineer, four years experience, first class license, single, veteran, desires permanent position. Box 161, BROADCASTING.

Transmitter—first phone, one year experience, presently employed, single. Box 179, BROADCASTING.

Chief engineer desires change. 16 years experience. AM-FM construction, directional antenna. Married, prefer South. References. Box 231, BROADCASTING.

Combination man, 1st phone. Seven years experience—AM, FM, radar. Two years college, other training. Can qualify for position as chief engineer with announcing duties. Want permanent position in west or northwest. Young, vet, family man. Disc and details at Box 416, Bentleyville, Penna.

For qualified technicians, write or phone: Employment Department Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Operator (2) first class. Graduates leading radio and television school. Conscientious and stable. Excellent references. Box 246, BROADCASTING.

Engineer experienced, first phone, wants position New York area, home is there. Permanent position desired. All offers considered and answered. Box 274, BROADCASTING.

Production-Programming, others

Promotion—publicity—public relations, part time. The executive responsible for the nation-wide raves concerning New York's famous radio and business conferences is now in business for himself. Let him demonstrate his showmanship, drive and abilities to your particular needs. Box 132, BROADCASTING.

Young man, 27, experienced in net, announcing, writing, programming, anxious to enter AM-TV agency production fields under qualified personnel. Possess college and specialized schooling. Understands technical, practical and creative aspects of production. Albert M. Lubins, 1322 Fairmont Ave., St. Paul, Minnesota.

WANTED

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Program director—now employed 50 kilowatt independent. Details in confidence. Box 188, BROADCASTING.

Situations Wanted (Cont'd)

Sponsors, listeners, and employer tell me that I am ready to go up the ladder in sportscasting. 2½ years experience, professional baseball, college football and basketball, and high school football. Former pro baseball player, basketball coach and official, and football player. High school graduate, veteran, 25, and married. Excellent background and experience, gained on this fine 250 watter. Plenty of commercial work. Want a chance to prove my ability, on bigger station. Produce half-hour sports show each week, plus sportscast each evening. Best of references, including some 15,000 sports fans. Will travel anywhere opportunity affords itself. No prima donna, interested only in high quality station that wants a first class sports man. Wire or write Bill Snyder, WJZM, Clarksville, Tenn. Available September 6.

Comedy show, producer. Veteran, 24, sincere, informal style. Adlib disc show a specialty. Box 223, BROADCASTING.

AVAILABLE
Newscaster Writer
Special Events Man
WITH initiative, aggressiveness and imagination, willing and able to write copy for news and special event shows and ad-lib when occasion demands. Has good news sense and writing ability plus knowhow to convert news item into a special event. Good voice and delivery—excellent background and references.
Also experienced in merchandising, building sales material and presentations, trade and consumer advertising, program publicity and station promotion.
All replies held confidential. Address
BOX 249, BROADCASTING

1942 Harvard College grad presently employed public relations Washington, D. C. desires general radio experience preliminary to network production. Thorough background plus active interest results in top-flight sports-political-commercial newscasting. If you want someone to read the ticker don't waste your time and mine. Box 270, BROADCASTING.

Program director-chief announcer. Outstanding air personality, able executive. Nine years varied experience, competitive markets, net and local. Ideas and execution within budget bounds. North or East preferred. Box 189, BROADCASTING.

Capable traffic manager who is also top-notch secretary and "gal Friday" desires position with radio station. Age 28, conscientious hard worker, attractive, college, 8 years business experience. Any location. Box 262 BROADCASTING.

Experienced, competent; good references. Now continuity chief and script writer; barn dance, Mike experience quiz and woman's show. Extensive newspaper experience. Cedar Rapids, Boise and Portland, Oregon, including statehouse police, courthouse and interviews of personalities such as Halsey, Hepburn, Wainwright, Pinza and Barrymore. University journalism graduate. Wire or write Wanda Montz KFJB, Marshalltown, Iowa.

I've deejayed and soft-soaped all I want; now wish to specialize and learn newsroom techniques. What large news-conscious station will teach me in exchange for good hard leg work or pencil pushing? College graduate, journalism, radio; small station news small newspaper experience. 27, family, dependable. Available short notice. Box 269, BROADCASTING.

Continuity writer. Bright gal 24, with experience, imagination, versatility; "a real worker!" Seek opportunity with active metropolitan station. Now in east. Want to make your city my home. Box 255, BROADCASTING.

Sports specialist—play-by-play, sportscasts. Sports writing background. Man to solve your problem if you desire to specialize in sports. Interested only in permanent job with chance for real advancement. Box 534, BROADCASTING.

Program director. Presently assistant P.D. midwest's largest independent station. Box 203, BROADCASTING.

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ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS
TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Beck School for Radio)
Lyceum Theatre Minneapolis, Minn.

Employment Service

OPENINGS—
*MANAGER—Heavy on sales. $7500 and bonus.
*Announcer-technicians (experience helpful).
*PRODUCER (CAPABLE—creating, writing, producing, AM & TV—out-of-the-ordinary).
*TV Construction engineer.
*ACCOUNTANT (Female) full charge of payroll.
*Personality baritone announcers.
*Traffic girls and secretaries.
*Xmitter-studio engineers (with cars).
*SALESMEN—That SELL. (No order takers).
RRR—Radio Employment Bureau
P. O. Box 413, Philadelphia 5, Pa.
"Where over 700 Broadcasters have been serviced."

For Sale

Western Electric 25B speech input equipment. Two Starbird microphone booms. Dumont oscilloscope, type 208-B. Box 125, BROADCASTING.

Tower. Used Truscon self-supporting 164 ft. of steel. Excellent condition including insulators and lighting system now available F.O.B. Sedalia, Mo. Price $2200.00 Contact Radio Station KDRO, Sedalia, Missouri.

Truscon Tower now available—435 ft. Self supporting, sectionalized 168 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. Priced to sell. Radio Station KFAB. Mark Bullock, Chief Engineer, Lincoln, Nebraska.

For sale: 2 Bliley crystals type BC46T for 1400 kcs complete with thermometers ready to insert into sockets. Good as new. Make an offer. Radio Station KXLK, Great Falls, Montana.

257 ft. Truscon triangular self-supporting tower complete with lights, insulators, good as new. Dismantled for immediate shipment. $2950.00 WKBB Dubuque, Iowa.

For sale: Western Electric Unit, postwar. Two arms and filters, three 9-A heads. KWHW, Altus, Oklahoma.

For sale: 45% stock interest in fulltime network station in large, prosperous, industrial city which has only three stations. Station making good profits. Box 195, BROADCASTING.

Scott dynamic static suppressor. Box 142 BROADCASTING.

Will consider any offer for 178' Lehigh four-legged self-supporting tower in excellent condition. Included are four Locke insulators, conduit and approved traffic lights. WSLB, Ogdensburg, N. Y.

For Sale (Cont'd)

For immediate delivery latest 101C federal intensity meter less than two months old. Will consider old federal meter in trade. Box 230, BROADCASTING.

150 foot Wincharger tower. Type 78; guys; insulators. No lights. Also Jensen high fidelity bass reflex reproducer complete. Type CRT-12. Best offer! Charles Bresette, WOBT, Rhinelander, Wisconsin.

New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish Immediate shipment. $1020. Box 237, BROADCASTING.

Transmitters—Closed bids taken for three 1 kw Lee DeForest broadcast transmitters complete less tubes and crystal oven. Can be seen at Universal Radio Supply Company, 1404 Venice Boulevard, Los Angeles, California. No bids accepted after August 20th, 1948.

Have spare RCA turntable. Brand new, never been used. Will move for $475.00. First reply takes. Box 238, BROADCASTING.

For sale, 34% of 1000 watt station in booming Texas city of 100,000 population. Near Houston. Box 247, BROADING.

Playback, portable. Dual speed, separable speaker, connection for P.A. microphone, individual controls, black leatherette finish, in original case. Delivered anywhere in the U. S. $85. Check with order. Box 243, BROADCASTING.

Limiter amplifier. Altec-Lansing model A322C, brand new. Ship same day order is received. Original price $500, first check for $350 takes. Box 242, BROADCASTING.

For sale: 250 watt unlimited independent in competitive growing western market. Showing small profit with inexperienced management. Priced half of past yearly gross. $20,000 down—terms. Box 240, BROADCASTING.

For sale. All or part fulltime money making local in New York State $75,000. Quick sale. Box 254, BROADCASTING.

450 Foot Blaw-Knox Tower

For Sale: One Blaw-Knox self-supporting tower—450 Feet High—base, 21 feet square. Excellent condition. Write:

Ken Gardner, Station WHAM
201 Humboldt St., Rochester 3, N. Y.

5 kw CP with 40-acre transmitter site, towers, and lighting equip. in northwestern city of 50,000. Network possibility. Good market. For approximate cost of $25,000. Box 260. BROADCASTING.

For Sale (Cont'd)

For sale two Par Metal G-3024 cabinets. Overall size 32 by 76 inches, double doors, screen ventilation louvres, black crackle finish, panel dimensions 30 by 70 inches. These panels brand new, never used, in original crates. $125.00 each, F.O.B. Waterbury, Vermont. WDEV.

180 foot self-supporting tower in good condition complete with lighting equipment. Ready for delivery. Reasonable price. WMLT, Dublin, Georgia.

For sale, 250 watt Gates transmitter. Good condition, $1 500.00. 100 ft. International Tower $750.00. KCRS, Midland, Texas.

For sale—189-ft. Truscon self-supporting tower, complete with lights and insulators. Recently painted; in excellent condition. Price $2 000. Call or write WLBJ, Bowling Green, Kentucky—1340.

For sale: 916-A General Radio bridge. $400. Box 275, BROADCASTING.

Wanted to Buy

WANTED
Western Electric D93306 Vertical Reproducers
Any Condition
Send Particulars to
P. O. Box 82 Floral Park, L. I., N. Y.

Miscellaneous

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Small Market Station Managers

Increase your business, audience and listenable public service. Now you can obtain expert, practical advice, guaranteed. Individualized service given by an experienced, successful program manager, throughly acquainted with the Small Market Picture. One station per market. Not a cent expenditure after initial $25.00. For information contact

BOX 145, BROADCASTING

To any station knowing the whereabouts of John Loftus, please write J. C. Liner, 216 "K" Street, Monroe, Louisiana.

"RANGEFINDER" TOWERS
AM — FM — TV
NOW AVAILABLE FOR IMMEDIATE DELIVERY
All services—painting—erection dismantling—ground systems
ALEXANDER STACK & TOWER
323 E. River Blvd. Marion, Ind.

NATION-WIDE SERVICE

As a part of our national service one or more Blackburn-Hamilton Company representatives will attend each NAB District Meeting. Here is the schedule for August:

Date	City	Hotel
August 2-3	Boston	Somerset
August 5-6	Rochester, N. Y.	Sheraton
August 9-10	French Lick, Ind.	French Lick Springs
August 12-13	Chicago	Palmer House
August 16-17	Kansas City	Muehlebach
August 19-20	Minneapolis	Radisson

We can be of immediate service to you in buying, selling or arranging financing of a radio property. Contact us at the hotel designated or at our nearest office.

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Clarence E. Wilson and	Ray V. Hamilton
1011 New Hampshire Avenue	Philip D. Jackson	235 Montgomery Street
NAtional 7405	Tower Petroleum Bldg.	Exbrook 2-5672
	Central 1177	

Dallas Radio Engineer Gets Presidential Award

A. EARL Cullum Jr., Dallas consulting radio engineer, was awarded the Presidential Certificate of Merit July 17. The award was made for meritorious service from August 1942 to Feb. 1946 for outstanding service as Associate Director of the Radio Research Laboratory at Harvard U. The laboratory worked on radio and radar countermeasures research.

Mr. Cullum

Mr. Cullum holds a BS degree in Communications Engineering from Massachusetts Institute of Technology He is a Fellow of the Institute of Radio Engineers, is regional director of its Southern region and has been a member of its propagation committee since 1935.

Bruskin in News Post

ROBERT BRUSKIN has been named chief of the News Division in the new Office of Information, National Military Establishment, effective today (Aug 2). Mr. Bruskin has been on the staff of *The Washington Post*, applicant for 55% ownership of WTOP Washington, since 1946. He will be in charge of all news information for radio and press for the National Military Establishment, which includes the office of the Secretary of Defense, Army, Navy, Air Force, Munitions Board, Research and Development Board and the Joint Staff.

MARKET ANALYSIS
Survey of Three Calif. Cities Made by McClatchy

A CONSUMER ANALYSIS of three California markets, Sacramento, Modesto and Fresno, has been released by the McClatchy Newspapers, owners of McClatchy Broadcasting Co. McClatchy Broadcasting is licensee of KFBK Sacramento, KOH Reno, KERN Bakersfield, KWG Stockton and KMJ Fresno.

This is the second annual Consumer Analysis issued by McClatchy and follows the pattern set by the *Milwaukee Journal* [BROADCASTING, May 17]. Similar analyses are made of ten markets in the United States.

The report on set ownership in Sacramento indicated 108,878 sets in the area, an increase over the 98,824 reported in 1947. The number of families owning one or more sets was shown as 67,130, or 98.7%. This is 1.8% more families than owned sets in 1947.

In Fresno, 98.9% of the families owned 54,211 sets. In 1947, 97.1% of the 32,846 families owned 55,607 sets.

The Modesto survey indicated 17,672 sets owned by 97.8% of the families. This represents an increase over 1947 when 14,013 sets were reported by 96.1% of the families.

Although there was a question on FM set ownership included on the questionnaire, figures were not reported since "the confusion over the term FM creates a probable error and cannot be calculated." Figures were given, however, on the number of families who intended to buy FM sets during the year—approximately 10% in each city.

In the Public Interest . . .

Gathers Shoes for Europe

SHOES for the needy of Europe have been collected by Glen King, early morning m.c. on KLX and KLX-FM Oakland, Calif., through appeals to his listeners. Mr. King requested listeners to bring their old shoes to the Fruitvale Toggery, local department store, where they would be given a $2 credit on a new pair of shoes. Some 1400 pairs of shoes were accumulated and turned over to the Mayor's Committee which channels materials for European relief.

* * *

Good Neighbor

DURING regular weekly broadcast of *This Is Greater Lawrence*, sponsored by Pacific Mills over WLAW Lawrence, Mass., mention was made of a little girl in Italy who had lost her hearing during the war. The next day, Mrs. R. K. Mercer of South Yarmouth, Mass., wrote expressing her interest in bringing the child to America for treatment. She stated that she knew Dr. Edmund Signior, president of the League for the Hard of Hearing, who could handle the case. Her letter and the recommendations of George E. Goodman, local chairman of the CARE committee and participant on the program, have been sent by WLAW to CARE's New York headquarters for action.

* * *

Finds Blood Donors

FACED with an acute need for blood donors, Lawson, Ga., General Hospital called WSB Atlanta and asked for aid. Station broadcast one appeal, and its success was measured in terms of 52 persons who volunteered to give blood. John W. Gates, director of the Atlanta Blood Center, in a letter to the station, said, "There is no doubt in our minds that no small share of the credit for the probable saving of the lives . . . can be attributed to this public service rendered by your station."

udience Programs it AFRA Members

ployment Loss Is Resulting t No Action Planned

MERICAN Federation of Radio tists is patiently biding its time ile audience participation shows pend themselves" and plans no unteractive measures, George eller, executive secretary of FRA, told BROADCASTING last ek.

Mr. Heller made the statement reply to a query as to what ac- on, if any, the Federation might ke to stem the tide of reported ployment losses resulting from e influx of audience shows, many which stress the giveaway gim- k. While he would not confirm orts that quiz shows were sub- tuting "ringers" (AFRA ac- rs) for non-professional partici- nts, Mr. Heller tacitly implied y were correct but refused to ention specific instances.

The executive secretary said he pposed that was the case be- use such shows were becoming ull in entertainment value" and eded livening up. If the trend ntinues unabated, he said, radio ght find itself in the position of e movie industry in the last dec- de when free dishes and the like ere offered as lure.

Mr. Heller said he saw the prob- m as one of educating the people the effects of such programs and pressed no hope that the practice ventually would resolve itself rough the NAB code, whose pro- sions he likened to political plat- rms. Individual stations and tworks may or may not follow em as they so desire, he pointed t.

Feature

(Continued from page 10)

alifornia State Highway Patrol fices in Sacramento.

The Highway Patrol officers oadcast daily eye-witness and ficial police reports of the ac- dents that have happened during e previous 24 hours in Fresno ounty, direct from the Fresno fice of the Highway Patrol. The ogram is heard Monday-Friday :25-6:30 p.m.

In addition to the broadcasts, nd tying in with them, is a pic- ure board showing five pictures of e accidents reported on the pro- ram. The pictures are displayed ear the cashier's window or in e service department in the ealers' places of business.

Commercials salute one of the ealer members each day and tress the importance of taking e car home to the new car dealer or service. Entire cost of the rogram, plus display, is $40 per month for each of the 14 new ar dealers participating.

Today on the Highway was orig- nated by Sid H. Halls, sales man- ger of KFRE, and former auto- mobile editor of the *Fresno Bee.*

AFTER pre-viewing the new $2,000,000 Burrus Feed Mill in Fort Worth, this group of radio, newspaper and agency men posed for cameraman in corner of a big tent set up for next day's ceremonies which marked official opening of the mill. The ceremonies were broadcast over three Texas networks and carried by 20 stations 12:30-1 p.m. July 22. Seated, l to r: Roy Bacus, commercial manager, WBAP Fort Worth; Clyde Melville, managing director, Lone Star Chain, Dallas; Alex Keese, Taylor-Howe-Snowden, Dallas; George Cranston, general manager, WBAP; Frank Brimm, Dallas manager, Katz Agency; Martin Campbell, general manager, WFAA Dallas. Standing, l to r: Jack Rogers, promotion director, WBAP; Jack Keasler, commercial manager, WOAI San Antonio; Amon Carter Jr., treasurer, WBAP; Jack McGrew, commercial manager, KPRC Houston; Phil North, "Fort Worth Star-Telegram"; Scott Leonard, vice president, Tracy-Locke Inc., Dallas; Ted Gouldy "Texo Party Line" m.c., WBAP; Murray Cox, farm editor, WFAA; W. A. Roberts, commercial manager KRLD Dallas; Ralph Nimmons, commercial manager, WFAA; Rowland Broiles, president, Rowland Broiles Co., Fort Worth; John H. Hicks Jr., advertising manager, Tex-o-Kan Flour Mills Co., Fort Worth and Dallas, and formerly with NBC.

Maurice Rubens

MAURICE RUBENS, 55, TV director, died suddenly July 24 in Los Angeles. He was directing a television program on KTLA Los Angeles when stricken, and he died a few hours later. The head of his own dramatic school in Hollywood, Mr. Rubens is survived by his wife, Gladys, and a brother.

On All Accounts

(Continued from page 10)

story in advertising." Ten years ago, a relatively obscure candy company was advertising in a national magazine. Because sales were not commensurate with the advertising effort, the company called on Honig-Cooper for counsel. Mr. Kraft's advice was deflating but realistic: "Cut the advertising down to scale." Specifically, he recommended six spot announcements a week on one station in the company's home town of Tacoma, Washington. After further experimentation, it was found that the best returns came from 16 spots a week. This pattern was soon extended to Seattle, then to Portland, Spokane, Alaska, Honolulu.

Brown & Haley Candy Co. today is again using national magazines, among other media—but it relies on spot radio more than ever before. In ten years, sales have multiplied several times. And the company is still a client of Honig-Cooper and Warren Kraft.

Another of Honig - Cooper's major accounts today is Centennial Flouring Mills, sponsor of the *Ann Sterling Show* on KJR at 9:15 each morning, and boasting the highest Hooper (10.0) of any locally produced program in Seattle.

WTMJ-TV Will Televise Wisc. Centennial Events

WISCONSIN Centennial celebration at the State Fair Park in Milwaukee, Aug. 7 through 29 will be televised by WTMJ-TV Milwaukee, which has purchased a third video field camera and another microwave relay transmitter for the occasion.

More than 150 broadcasts, AM and FM as well as TV, will be originated at the park during the 23-day exposition. Programs will be presented from Radio Hall and the new Communications Center, which is being erected by *The Milwaukee Journal*, owner of the station. Building will house a radio newsroom, studio and control room.

All the news of radio . . .
AM - FM - TV - FAX

A TOP TOOL FOR TELEVISION

(AM AND FM, TOO!)

- personal copy?
- office copy?
- gift subscription?

TEAR OUT AND MAIL TODAY

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

PLEASE enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12

Add $1 a year for Canadian or foreign postage

☐ BILL ME

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

● 52 WEEKLY ISSUES AND 1949 YEARBOOK ●

New Gamble Productions Firm Preparing TV Shows

A NUMBER of television packages, some to be readied by this fall, are being prepared by the former Gamble Productions, which has affiliated with Jack Davies and Louis L. Klotz under the name of Gamble Productions Inc., New York.

The motion picture and video producing firm is located at 48 W. 48th St., with two fully-equipped sound studios at 341 W. 47th St. Mr. Davies is an ex-Broadway producer and talent manager, and Mr. Klotz is a former documentary motion picture producer.

WBZ Boston Moves

TRANSFER of its FM transmitter on July 24 marked completion of move by WBZ, WBZ-FM and WBZ-TV Boston of all its personnel, offices and studios from the Hotel Bradford to the new WBZ Radio and Television Center on Soldiers Field Road. Station Manager W. C. Swartley announced that coincidental with transmitter shift, effective radiated power of WBZ-FM on Channel 225, 92.9 mc, was boosted to 20 kw with installation of a new Westinghouse FM-10-kw transmitter and location of the antenna on new 656 foot tower.

Technical

SAM MARGOLIN, for past five years with Don Lee Broadcasting System doing studio laboratory and transmitter work, has been appointed chief engineer of new FM station KFMV Los Angeles. He will supervise transmitter tests in association with **BERT B. ARNOW**, New York, chief engineer of KFMV parent organization, Unity Broadcasting Corp.

HOLLIS GRAY, new to commercial radio, has joined engineering staff of WKOX Framingham, Mass., replacing **HAROLD HASKELL**, who has returned to Yankee Network television.

AL O'NEILL has joined WIS Columbia, S. C., as studio control engineer, replacing **LEON GOZA**, resigned.

RCA TUBE Dept., Camden, N. J., has announced new test equipment rack, designed for any six of RCA's matched units of test and measuring equipment. New rack (WS-16A) is now available through RCA test and measuring equipment distributors.

RADIO 'NURSEMAID'
Portable Keeps Baby Happy —And Out of Mischief—

Ricky has a fine time playing with his Westinghouse "nursemaid."

* * *

"THE MOST wonderful baby-bringer-upper there is," that is the latest credit given to radio. The Westinghouse Home Radio Division received a letter from a mother in California crediting one of its portable models with being a combination nursemaid, physical instructor and "teacher" for small children.

The housewife wrote that one day when her small son was exceptionally fussy she placed the portable on the floor and turned it on. Soon the baby crawled over to the radio. The mother continued, "Not only that, he learned to kneel and listen to the radio in that position. Then in rapid succession he taught himself to sit by it and finally to pull himself to a standing position."

The child became very fond of the portable, the mother wrote. "Now Ricky is nine months old and the portable keeps him out of mischief. If I don't put it down for him the first thing in the morning, he crawls directly to the table where we keep it and lets me know in no uncertain terms what he is after. He spends a good deal of his time standing against it tapping his feet in time to the music. And he stays outdoors in his pen twice as long because the radio is always with him."

IOWA SURVEY
Outside Listening Habits Studied

DO MANY Iowa listeners regularly hear radios outside the home? If so, where are these sets located? Do many farm families own radio sets located in farm buildings other than the home? How about homes owning two or more receivers; does the family often use more than a single receiver at a given time?

These questions and others were the subject of a 1948 study conducted by the Iowa Radio Audience Survey. This was the eleventh consecutive annual survey of radio listening habits in Iowa, taken under the direction of Dr. F. L. Whan, of the U. of Wichita. It was conducted during the period of March 19 through March 29, 1948.

Findings reveal that of the number of families reporting regular outside listening, 23.6% (urban, over 100,000 population) heard radios in schools. Although the highest percentage of outside listening was reported at the place of business—from 12.3% for farms to 77.8% for urban 2,500 to 10,000 population—this category was subdivided into office (the highest rating), retail store, gasoline station, hotel, restaurant, etc.

Farm listeners indicated 54.6% had radios in barns.

Two or more sets reported in the home were found more prevalent in larger urban areas (see Table), with the percentage decreasing in less populated areas. That ownership of more than one set probably means an increase in total listening in a home is shown by the fact that "nearly every day" 5.5% used two or more sets during the morning, 3.2% during the afternoon, and 14.0% during the evening. Evening hours showed the greatest percentage of two or more sets simultaneously in a home.

Highest number of FM sets were reported in the urban 10,000-100,000 population areas (see Table). Non-portable AM sets were in the majority. For the location of sets in the home, the living room leads in all population groups, with the bedroom second for large urban centers, and kitchen second on the farm.

A change in the placement of farm radios is noted here. Ten years ago the figure for kitchen sets was 10.5%, as against 45.2% in the dining room—remainder of sets were chiefly in the living room. Now 37.2% of farms have sets in the kitchen, while dining room sets have gone down to 23.4%.

About 32% of all families queried own automobile radios. The percentage is highest in large population centers and on the farm, falling off slightly in areas of moderate population density. The 25-35 year age bracket uses the car radio more frequently than the older groups. On long trips 41.6% of this age use the car radio "almost all the time." The car radio is used less frequently on short trips or about town. The use decreases as the age bracket increases.

A total of 9,224 families were questioned in the survey.

Number and Types of Sets in Homes

	Urban Over 100,000	Urban 10,000-100,000	Urban 2,500-10,000	Village Under 2,500	Farm
One set only	37.9%	50.6%	53.5%	65.0%	64.9%
Two radio sets	37.4	34.2	31.9	25.4	27.6
Three radio sets	14.4	10.5	10.7	6.9	6.1
More than three	10.3	4.7	3.9	2.7	1.4
* * *					
PERCENTAGE OF FAMILIES OWNING:					
AM portable sets	52.7%	50.3%	49.1%	38.5%	38.1%
AM non-portable sets	81.0	83.7	79.4	78.7	89.6
FM receivers	0.7	3.9	1.9	1.4	1.2

Joint Conference

A CONFERENCE on electronic instrumentation in nucleonics and medicine sponsored jointly by the American Institute of Electrical Engineers and the Institute of Radio Engineers will be held in New York on Nov. 29, 30 and Dec. 1. The conference will be under the joint chairmanship of Dr. R. E. Lapp of IRE and Dr. J. J. Smith of the Institute of Electrical Engineers. It will be held at The Engineering Societies Bldg., 29 West 39th Street in New York.

Election Bureau Is Used By 66 Stations in Texas

SIXTY-SIX Texas stations utilized the services of the Texas Election Bureau at Dallas to receive returns in the July 24 primary election.

This was the third election in which there was radio participation in the Bureau, established in 1912 as a cooperative undertaking of Texas newspapers for prompt gathering of returns. Stations paid assessments ranging from $5 minimum to $375 for the largest participants. Twenty-six stations paid an extra $25 for leased wire service.

NBC last week was given the "highest merit award" by "Financial World" for the "excellence of NBC's 1947 annual report to shareholders." Award, honoring "distinguished achievement in annual reporting," was made to Niles Trammel, NBC president. Horton Heath, director of information, wrote the report.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

Batson

(Continued from page 23)

...ile unit (with power control, ...vels for cable, etc.)	10,000
...itional control room equipment	3,500
...rgin of safety	5,000
	$65,000

Control

...nc. generator	$3,500
...dio equipment	2,000
...ing spot camera	2,500
...scellaneous	1,000
...rgin of safety	1,000
	$10,000

Studio

...al studio camera chain	$30,000
...o studio camera dollies	4,000
...dio lighting	3,000
...ditional control room equipment	
...ster mixing facilities	5,000
...ster monitor	2,500
...tributing amplifiers, power sup-...ly units, equipment racks, panels ...c.	5,000
...dio facilities (including 1 micro-...hone boom)	3,000
...ilding development	10,000
...allation of equipment	2,500
...scellaneous	2,500
...rgin of safety	7,500
	$75,000

Film

...gle film camera chain	$10,000
...6-mm projectors, 1 slide projector	7,000
...view and rewinding	1,000
...ditional audio facilities	2,000
...dio mixing facilities and other ...additional control room equipment	5,000
...uipment installation	1,000
...jection room construction	1,000
...rgin of safety	3,000
	$30,000

Add about $3,000 for three 16-mm movie cameras (one sound) if you expect to shoot film locally.

TRANSMITTING PLANT

Community Station

...nsmitter	$30,000
...nsmitter input and monitoring ...equipment	7,500
...tenna system	6,000
...wer (extremely variable)	7,500
...up. installation	3,500
...nsmitter building	10,000
...nsmitter site, including develop-...ment	3,000
...scellaneous	2,500
...rgin of safety	10,000
	$80,000

May be cut by $20,000 if existing transmitter building and tower are utilized.

Metropolitan Station

...nsmitter	$82,500
...nsmitter input and monitoring ...equipment	7,500
...tenna system (less $1,000 for low-...r channels)	12,500
...wer (extremely variable)	12,500
...up. installation	10,000
...nsmitter building	20,000
...nsmitter site, including develop-...ment	5,000
...scellaneous	7,500
...rgin of safety	17,500
	$175,000

May be cut $40,000 if existing transmitter building and tower are utilized.

Studio Transmitter Relay

...uipment	$10,000
...allation	1,000
	$11,000

PREPARATIONS for television are embodied in newest and largest Odeon theatre, now nearing completion in Toronto. Top floor of pylon of theatre is reserved as TV studio and TV transmitter location. J. Arthur Rank organization, British theatre equipment, film and television manufacturing company, is building Odeon and plans full screen theatre television in its Toronto theatres. Application for TV license has been made under plan whereby theatre will turn over equipment to Canadian Broadcasting Corp., except for such periods as it wants to use TV on its screens in Toronto theatres. Parent company uses TV in its London, England, theatres.

SALES MEETING was held during NAB District 4 convention by West Virginia Group, all new stations, represented by Friedenberg Agency. Attending were (l to r): James M. Flenniken, WCAW Charleston; George C. Lackwell, WVVW Fairmont; Mike Layman, WHTN Huntington; Harold B. Shaw, WOAY Oak Hill; Harry A. Friedenberg, president of representative firm, and Louis Randell, vice president.

4th District

(Continued from page 23)

Va.; Charles H. Crutchfield, WBT Charlotte, N. C.; Frank U. Fletcher, WARL Arlington, Va.

Harold Fair, NAB Program Dept. director, outlined work of the department, including studies of the Standards of Practice, listing of open-end transcriptions, public service and sustaining programs, and sports broadcasts. Discussing programming for profit, he said the broadcaster must know his audience, be familiar with program resources, know the abilities of his program staff, utilize resources to build balanced shows without over-exerting, find out what the client wants to do, and stay within the client's budget.

Both institutional and merchandising jobs can be done on one show, according to Mr. Fair. Announcers must be chosen carefully, he insisted, and copy should be to-the-point and free of trade jargon. Consistent scheduling is important, he concluded.

In the question period Harold B. Shaw, WOAY Oak Hill, W. Va., brought up the problem of prize offers. Mr. Fair predicted such programs "would topple of their own weight." Answering a query from T. A. M. Craven, WOL Washington and medium station director, he predicted the number of stations will decline as economic laws become effective.

Music Problem Discussed

Carl Haverlin, president of BMI, and Kolin Hager, representing SESAC, discussed the music problem and its relation to station operation.

Mr. Arnoux outlined copyright problems, calling the spot announcement-ASCAP situation one of the toughest. He said the NAB board has agreed on an ASCAP solution but the society hasn't accepted. Speaking for Theodore C. Streibert, WOR New York, chairman of the Music Advisory Committee, he urged stations to insist on the right to change from per piece to program or vice versa. ASCAP proposes to eliminate this right. He suggested stations check their programs to learn how the two plans apply to their operations.

ASCAP TV rights end Dec. 31, 1948, he said, and NAB has a subcommittee working on this problem, which promises to become serious.

Judge Miller reviewed the overall NAB operation at the Monday luncheon. Referring to requests for functional development of FM he said the board generally had resisted the trend except in the case of FM. A board committee is studying the idea of a TV section [BROADCASTING, July 26], he said, adding that no single subject is of greater interest to broadcasters. Another NAB development, he continued, is formation of a non-affiliates committee. International broadcasting is commanding increased attention, according to Judge Miller.

Praise from Miller

Participation of American Newspaper Publishers Assn. in the fight against the Baltimore gag to protect freedom of speech won Judge Miller's praise [BROADCASTING, July 26].

Going into the Standards of Practice, he said it calls for voluntary observance by professional people as against the compulsion of penal laws for the lowest classes. No admission of guilt is inherent in the standards, he explained, but suggested the complaints of parents, P-TA's and others may not be entirely unjustified.

No professional group has a greater obligation to serve the public, according to Judge Miller. He referred to formation of a special code observance committee [BROADCASTING, July 19]. Problems of interpretation, including giveaway announcements, must be solved, he said, since the standards have almost the same status as legislation. He predicted borderline broadcasters, of whom there are many as a result of misleading cost studies by public agencies, would find difficulty in observing the code but called for tolerance "without weaseling of the standards." Failures will not make them valueless, he insisted.

Sales Aids Reviewed

At the afternoon meeting A. D. Willard Jr., executive vice president, reviewed sales and advertising aids offered by NAB. He was introduced by O. L. Carpenter, WPTF Raleigh, chairman of the afternoon session. Mr. Willard said he hoped the vacancy in the NAB Dept. of Broadcasting Advertising directorship would be filled soon.

New sources of business are being opened by the department, he said, referring to the $1,080,000 radio budget of the formerly anti-radio Assn. of American Railroads, the American Bankers Assn., National Retail Dry Goods Assn. and others. NRDGA, he noted, now places radio directly beside newspapers as a primary medium. Chain food retailers and others are being contacted by NAB, he concluded.

Hugh M. P. Higgins, assistant director of Broadcast Advertising, called on District 4 members to get 100% behind the All-Industry Presentation, film project designed to sell all radio to all national and local advertisers and do an overall industry promotion and public relations job.

Competition Intense

With inter-media competition becoming more intense, he said ANPA's Bureau of Advertising is spending over a million dollars a year on promotion.

John W. Shultz, WMVA Martinsville, Va., district small market

(Continued on page 94)

Sell —the rising farm income of the Great American Wheat-Belt!

through — KXXX

5000 watts on 790 kc.

colby, kansas

RURAL RADIO CO.

National Representative

4th District

(Continued from page 93)

chairman, went into the humorous side of small operations. He added that small outlets soon would be getting interested in television, and saw prospect of some relief from FCC rules requiring first class operators, though the 1-kw limit on FM stations might be a burden on them.

Walter M. Windsor, WDVA Danville, Va., started a question-answer forum with a request for research data on small station rates. Mr. Higgins suggested the NAB Research Dept. might study this information. Another suggested research project covers developments in competing media.

3.4% for Promotion

Mr. Shaw asked about percentage of gross allotted to advertising by industries. Mr. Higgins said 3.4% was allocated by broadcasters for promotion, the lowest of any medium. Carl E. Duckett, WBOB Galas, Va., asked if something could be done about cost of fighting competing applications before the FCC. When Mr. Arnoux said an FCC spokesman at a recent meeting had suggested the FCC could do something along this line if it had more funds, Judge Miller proposed the Commission spend its money on such functions instead of issuing Blue Books.

Don Petty, NAB general counsel, opening the Tuesday meeting, gave a background of domestic and worldwide legal and copyright problems, with emphasis on local taxation and effect of the Port Huron decision on libel and slander.

Mr. Petty urged station managers to watch city and state efforts to tax their receipts, and to exert all legitimate opposition. Possible appeal of the New Mexico tax case will settle the gross receipts matter, he said, advising stations to follow the Supreme Court's Fisher's Blend case. Interstate character of station signals can be shown in practically every case, he said.

Broadcasters are entitled to examine political scripts and to use persuasion in removing objectionable material, he said, though they have no right to censor. He urged them to keep careful records of all steps in political and controversial situations. NAB, he added, is working on a libel-slander insurance policy contract format.

Richard P. Doherty, director, Employe-Employer Relations Dept., was introduced by Harold Essex, WSJS Winston-Salem, N. C., district employe-employer relations chairman. Mr. Doherty talked off-the-record on labor problems and the high cost of labor in relation to sales. He reviewed negotiations with AFM and steps by recording and transcription companies to provide new releases [BROADCASTING, July 26]. He gave an analysis of station labor costs (see separate story).

Role of the Agency

At the Tuesday luncheon Mr. Gamble said a possible depression may lead to some advertising failures, with the advantage going to those who have good advertising counsel. Agencies, he said, "supply a large part of what you broadcast." Good personnel and adequate facts are basic to good agency counsel, he said, with research "helping you sell more time more soundly."

Mr. Gamble paid tribute to BMB, saying he had never seen any research project accepted so quickly. He lauded its "accuracy and usability." Concluding, he called for agency recognition service by broadcasters and the 2% cash discount. The discount is accepted by 94% of newspapers, (though some large ones don't accept), 93% of magazines, 83% of business papers, the four national networks, two regional networks and 150 stations.

Test ballots by BMB indicate the 1949 study of station and network audiences will show frequency of listening or daily audiences along with weekly audience figures, answering the needs of small and medium stations, according to BMB President Hugh Feltis.

Mr. Feltis said BMB plans to measure FM and TV audiences and has conducted tests. BMB's new TV committee is studying the problem of measuring the video audience.

BMB Reports

Mr. Feltis explained how BMB reports will be revised in other ways. Non-subscribers will not be included in the second area report but it will show the total number of stations listened to in each county and city by 10% or more of the radio families. An interim study conducted last March will be released soon, he explained. BMB now has over 700 subscribers, he said.

In adopting resolutions the meeting thanked Mr. Phillips and Mr. Arnoux for their roles as host and director; called on Mr. Arnoux to name a member from each state in District 4 (D. C., Va., W. Va., N. C., S. C.) to aid in carrying on NAB activities, with state association officials also aiding (similar resolutions to be offered at other NAB district meetings); endorsed Judge Miller's fight for freedom of radio; asked inclusion of the set question in the 1950 census; commended appointment of a Standards of Practice observance committee; pledged support to the All-Radio Presentation.

At the Horizons Unlimited meeting, participants in the panel of experts were Messrs. Feltis, Jansky, Higgins, Fair, Essex, Gillett, Craven, Batson, Petty and Doherty. Topics ranged from television and FM to labor and legal difficulties.

Talent Fees Problem

The problem of talent fees was brought up by Mr. Essex, who aimed his query at the audience. A vote showed most of the stations represented pay talent fees. Mr. Doherty pointed out how scope of normal staff duties is being narrowed. John S. Hayes, WINX Washington, said AFRA is opposed to paying overtime on the basis of base salary plus fees. WINX and AFRA plan to seek a ruling from the National Labor Relations Board, he added.

Invitation to hold the 1949 District 4 convention in Charleston, S. C., was extended by Mr. Saumenig; John M. Rivers, WCSC Charleston, and Robert E. Bradham, WTMA Charleston.

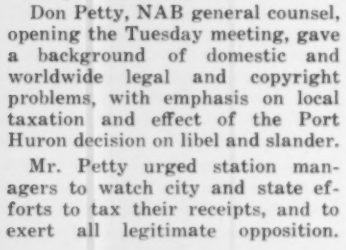
Winners of the golf tournament were Mr. Storer, with low gross of 80, and J. Dudley Saumenig, WIS Columbia, S. C., who had low net of 86 (18 handicap).

Host at the convention was the West Virginia Broadcasters Assn. of which John S. Phillips, WGK Charleston, is president.

Phenomenal Value!

17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH 29.75 Plus 10% Tax

• WRIST WATCH • TELEMETER
• STOP WATCH • TACHOMETER



INCABLOC SHOCK RESISTANT FEATURE
• Sweep second hand • Radium Dial
• Anti-Magnetic • Unbreakable crystal
• Stainless steel back (formerly $71.50)
IDEAL FOR • Physicians • Engineers • Radio men • Sportsmen • Photographers • Aviators
ALSO AVAILABLE IN 18-K GOLD CASE $64.50 (Plus 10% tax) FORMERLY $125
MONEY BACK IN 10 DAYS if not satisfied for any reason
ADLEW JEWELERS Dept. R
117 W. 42d St., N. Y. 18
MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. ..) 152 W. 42d St., N. Y. 18

Virginia's Broadcasters Choose New as President

JOHN W. NEW, WTAR Norfolk, was elected president of the Virginia Assn. of Broadcasters at a meeting held during the NAB District 4 convention at White Sulphur Springs, W. Va. He succeeds E. S. Whitlock, WRNL Richmond, who was chairman of the District 4 program committee.

Other officers elected were Philip P. Allen, WLVA Lynchburg, vice president, and Frank U. Fletcher, WARL Arlington, secretary-treasurer.

At a two-hour business meeting the association discussed legislative problems, including the gross receipts tax. A committee was named to look into this problem, which has appeared in a few states.

Effect of the Port Huron decision was considered in relation to the state libel protection law.

'Miss Rheingold' Will Be Televised

Films to Be Shown to New York Viewers for Four Weeks

FC & B's Roger Pryor (l) and Cliff Lozell prepare Beverly Bolton for her TV appearance as one of "Miss Rheingold" candidates

* * *

A MAJOR BEER account, Rheingold Beer, New York, through its agency, Foote, Cone & Belding, New York, last week revealed plans for its television debut [CLOSED CIRCUIT, July 26].

On Aug. 9, the firm will start sponsorship of a five-minute TV film, produced by FC & B, entitled *Miss Rheingold Candidates*, featuring the six contestants for the "Miss Rheingold 1949" title.

The film is scheduled to be telecast 52 times over a four-week period on the following New York television stations: WABD WCBS-TV WJZ-TV and WPIX. Overall time costs are estimated at approximately $10,179.

The film itself will introduce the contestants to the public, which each year elects a "Miss Rheingold." Tom Shirley, m.c., will conduct brief interviews with each contestant.

Management Changes

IMPORTANT MANAGEMENT changes involving a number of western Canadian stations are to go into effect on Sept. 1. Gene Gaetz, manager of CKRC Winnipeg, is moving to managership of CJCA Edmonton. Wm. Speer, manager of CKRM Regina, replaces Mr. Gaetz at CKRC, and Stuart McKay, assistant manager of CKWX Vancouver, moves to CKRM as manager. Mr. Gaetz was manager of CKCK Regina before going to CKRC in 1943. Mr. Speer was commercial manager of CKOC Hamilton before going to CKRM in 1945. Mr. McKay was promoted to assistant manager of CKWX last year. He had been commercial manager and prior to that program director of the station.

AP BROADCAST GROUP ORGANIZED IN W. VA.

WEST VIRGINIA AP Broadcasters Assn. was organized July 25 by representatives of stations which subscribe to Associated Press service in West Virginia. The group set up two special committees, one to study the AP report and the other to stimulate cooperation in newsgathering.

The organization meeting was held following annual meeting of the West Virginia Broadcasters Assn., which convened during the NAB District 4 meeting at White Sulphur Springs, W. Va.

Chairman of the AP broadcasters group was George Clinton, WPAR Parkersburg manager. Named as vice chairman to make up a broad of directors with Mr. Clinton were: Pat Flanagan, WHIS Bluefield; John Gelder, WKNA Charleston and J. Patrick Beacom, WVVW Fairmont. Max Fullerton, Baltimore AP bureau chief, was designated secretary.

F. J. Evans, WPLH Huntington, was named head of the news committee, which also includes C. P. Vogel, WGKV Charleston; Berton Sonis, WCHS Charleston; Fred Zimmerman, WBLK, Clarksburg; Bob Provence, WKNA; E. J. Hodel, WCFC Beckley, and E. W. Dockeney, WEPM Martinsburg.

Mr. Clinton appointed John Phillips, manager of WGKV, as chairman of the committee on cooperation. Other committeemen are George Blackwell, WVVW; J. Ferd Browning, WAJR Morgantown, and Leslie Golliday, WEPM.

W. VA. BROADCASTERS ADOPT SECTION SETUP

NEW constitution and by-laws dividing the state into four sections were adopted by the West Virginia Broadcasters Assn., meeting during the NAB District 4 convention.

Four district and four at-large directors were named by the association. Officers of the group, headed by John S. Phillips, WGKV Charleston, were elected at the spring meeting, and include Allen L. Haid, WMMN Fairmont, vice president, and John T. Gelder, WKNA Charleston, secretary-treasurer.

Named to the board were J. Fred Browning, WAJR Morgantown, first district; George Clinton, WPAR Parkersburg, second district; Marshall Rosene, WSAZ Huntington, third district; Joe L. Smith Jr., WJLS Beckley, fourth district; William E. Rine, WWVA Wheeling, for large stations; Jack Reynolds, WKWK Wheeling, small stations; Harold B. Shaw, WOAY Oak Hill, medium stations; Emile J. Hodel, WCFC Beckley, FM stations.

A legislative committee was named to observe proceedings at the next meeting of the state legislature. Proposal that West Virginia be transferred to District 7 (Ky., Ohio) was submitted, to be studied.

Registration at 4th District Meeting

A

Aberloff, Irvin K., WLEE Richmond, Va.; Abbott, W. N., WTMA Charleston, S. C.; Adams, Charles F., WMVA Martinsville, Va.; Aden, A. S., WPUV Pulaski, Va.; Allen, Philip P., WLVA Lynchburg, Va.; Allman, Mr. & Mrs. Frederick L., WSVA Harrisonburg, Va.; Arnoux, Mr. & Mrs. Campbell, WTAR Norfolk, Va.

B

Bailey, C. Stanley, Burns-Smith, New York; Barnes, Wade, NBC, New York; Batson, Charles A., NAB; Beacom, Mr. & Mrs. J. P., WRRW Fairmont, W. Va.; Bean, Mr. & Mrs. Randolph, Beatty, J. Frank BROADCASTING, Washington; Beackman, Alfred R., ABC, New York; Beverly, Keith; Bishop, Edw. E., WGH Newport News, Va.; Blackley, Chas. P., WTON Staunton, Va.; Blackwell, G. C., WVVW Fairmont, W. Va.; Brown, Joe, WCAV Norfolk, Va.; Browning, Fred, WAJR Morgantown, W. Va.; Byerly, Keith S., WBT Charlotte, N. C.

C

Carey, Sam, WRVA Richmond, Va.; Carlson, Mr. & Mrs. Joel, WTAR Norfolk, Va.; Carpenter, Mr. & Mrs. O. L. WPTF Raleigh, N. C.; Cash, Norman E., NBC, New York; Clinton, Mr. & Mrs. George, WPAR Parkersburg, W. Va.; Chaplain, W. W., NBC, New York; Cooper, Virginia N., WJLS Beckley, W. Va.; Cosse, Clayton J., Joseph Hershey McGillvra New York; Craven T. A. M., WOL Washington; Crew, S. E., WCBT Roanoke Rapids, N. C.; Croley, Miss Mary, Johnson City, Tenn.; Crutchfield, Mr. & Mrs. Chas. H., WBT Charlotte, N. C.

D

Dechert, Lee, WSVA Harrisonburg, Va.; Doherty, Mr. & Mrs. Richard P., NAB; Doughton, Horton WAYS Charlotte, N. C.; Drew, A. L., WCBT Roanoke Rapids, N. C.; Duckett, Carl E., WBOB Galax, Va.; Dunlea, R. A., WMFD Wilmington, N. C.

E

Edgar, Edward E., WGH Newport News, Va.; Eella, Bruce G., Bruce Eella & Associates, Hollywood; Eiland, Ted, WSAZ Huntington, W. Va.; Elias, Mr. & Mrs. Don S., WWNC, Asheville, N. C.; Essex, Mr. & Mrs. Harold, WSJS Winston-Salem, N. C.; Evans, F. J., WPLH Huntington, W. Va.

F

Fair, Mr. & Mrs. Harold, NAB; Feltis, Hugh, BMB, New York; Fitzpatrick, Horace, WSLS-FM Roanoke, Va.; Fitzsimmons, E. J., Weed & Co., New York; Flannagan, P., WHIS Bluefield, W. Va.; Fletcher, A. J., WRAL Raleigh, N. C.; Fletcher, Mr. & Mrs. Frank U., WARL Arlington, Va.; Friedman, James A., WFHG Bristol, Va.; Friedenberg, Harry A., Friedenberg Inc., New York; Fullerton, Max, AP, Baltimore.

G

Gamble, Frederic, New York; Gelder, John T., WJLS Beckley, W. Va.; Gelder, Mr. & Mrs. John T., Jr.; Gillett, Mr. & Mrs. Glenn D., Washington; Gluck, E. J., WSOC Charlotte, N. C.; Goan, Mr. & Mrs. W. H., WAYS Charlotte, N. C.; Gatton, Harry, WSIC Statesville, N. C.; Guyer, R. Sanford, WBTM Danville, Va.; Graves, L. M., WSIC Statesville, N. C.

H

Hager, Kolin, SESAC; Haid, Allen L., WMMN Fairmont, W. Va.; Hall, Edw. E., CBS, New York; Hagan, James A., WWNC Asheville, N. C.; Harrington, R. B., WSVA Harrisonburg, Va.; Haverlin, Carl, BMI, New York; Hayes, Mr. & Mrs. John S., WINX Washington; Hazlett, Wm., Fairchild Camera, New York; Helms, Jack T., WNVA Norton, Va.; Herget, Joe, WISE Asheville, N.C.; Hicks, Mr. & Mrs. J. W., WCOS Columbia, S. C; Higgins Mr. & Mrs. Hugh & Dtr., Washington; Hodel, E. J., WCFC Beckley, W. Va.; Hooper, Mr. & Mrs. Richard, NBC, New York; Huffington, B. Walter, WSAP Portsmouth, Va.; Higgins, Mr. & Mrs. Hugh M. P., NAB.

I

Irwin, Robert L., Dow, Lohnes & Albertson, Washington.

J

Jansky, C. M., Jr., Jansky & Bailey, Washington; Jarman, J. Frank, WDNC Durham, N. C.; Jones, Mr. & Mrs. E. Z., WBBB Burlington, N. C.; Juster, Gene, NBC, Washington.

K

Kandel, Raymond I., WMON Montgomery, W. Va.; Kappel, Mr., WDNE Elkins, W. Va.; Keachis, J. H., RCA, Cleveland; Keller, Robert S., Robert S. Keller Inc., New York; Keys, Carla B., WFLO Farmville, Va.; Kidd, Mr. & Mrs. N. Wilbur, WAYB Waynesboro, Va.; King, Fulton A., WTON Staunton, Va.; Knight, Norman, MBS, New York; Koehler, Frank E., WROV Roanoke, Va.

L

Landreth, Ellis, WBRW Welch, W. Va.; Langlois, C. O., Lang-Worth, New York; Langlois, John D., Lang-Worth, New York; Layman, Mr. & Mrs. Mike, WHTN Huntington, W. Va.; Leonard, Lloyd R., WISE Asheville, N. C.; Lewis, Mr. & Mrs. Richard F., Jr., WINC Winchester, Va.; Libby, Mr. & Mrs. Edward F., Waynesboro, Va.; Lown, Bert, Assoc. Program Service; Lucy, Calvin T., WRVA Richmond, Va.

M

Mahoney, James, WCYB Bristol, Va.; Marsh, Ken, WFNS Burlington, N. C.; Massey, M., Washington; Merrill, Glacus G., WHAR Clarksburg, W. Va.; Menill, Glake, Clarksburg, W. Va.; Miller, Justin, NAB; Moad, Rex, WFNS Burlington, N. C.; Moore, Mr. & Mrs. James H., WSLS-FM Roanoke, Va.; Moore, Mr. & Mrs. Durham; Morris, Mr. & Mrs. R. S., WSOC Charlotte, N. C.; Murray, W. R., WPUV Pulaski, Va.; McGillvra, Joseph Hershey, New York.

N

Nelson, Mr. & Mrs. Leland B., WGBR Goldsboro, N. C.; New, Mr. & Mrs. John W., Norfolk, Va.; Newton, W. J., WPLH Huntington, W. Va.; Norfleet, Jack, WSAP Portsmouth, Va.

P

Phillips, John S., WGKV Charleston, W. Va.; Petty, Don, NAB.

R

Rahall, N., Beckley, W. Va.; Rahall, Mr. & Mrs. N. Joe, Beckley, W. Va.; Randa, Bill, Atlanta; Randell, L. P., Friedberg Agency, New York; Reed, Oscar W. B., Jr., Jansky & Bailey, Washington; Reed, Mr. & Mrs. Norman, WWDC Washington; Reid, W. G., WTYC Rock Hill, S. C.; Reynolds, Mr. & Mrs. John B., WWVA Wheeling, W. Va.; Rine, William E., WWVA Wheeling, W. Va.; Robinson, Mr. & Mrs. Odes E., WMON Montgomery, W. Va.; Rogers, Fey J., WCYB Bristol, Va.; Rosene, Marshall, WSAZ Huntington, W. Va.; Rosenberg, Mr. & Mrs., Advertising Magazine.

S

Saumenig, J. Dudley, WIS Columbia, S. C.; Schott, Hugh, WHIS Bluefield, W. Va.; Schmit, Virgial L., WCHS Charleston, W. Va.; Seebeck, Charles E., WTON Staunton Va.; Sehon, John L., Jr., Pittsburgh; Shaw, Mr. & Mrs. Harold B., WOAY Oak Hill, W. Va.; Shein, Miss Alice, WBTH Williamson, W. Va.; Sherwood, Alex., Standard Radio, New York; Schott, Hugh, Jr., WHIS Bluefield, W. Va.; Shultz, John W., WMVA Martinsville Va.; Smith, Mr. & Mrs. H. D., WOHS Shelby, N. C.; Smith, Joe L., Jr., WJLS Beckley, W. Va.; Smith, R. H., WCYB Bristol, N. C.; Sonis, Berton, WCHS Charleston, W. Va.; Sparon, Ken, BMI, New York; Storer, Mr. & Mrs. George B., Fort Industry Co., Detroit; Sullivan, Henry E., WDSC Dillon, S. C.; Swann, Lillian, WPLH Huntington, W. Va.; Sweatman, Mr. & Mrs. E. W., Headley-Reed Co., Atlanta.

T

Taishoff, Mr. & Mrs. Sol, BROADCASTING, Washington; Thoms, Mr. & Mrs. Harold H., WISE Asheville, N. C.; Tichenor, Dudley, WNAO-FM Raleigh, N. C.; Toms, E. C.; Toothill, John A., Chicago.

V

Vickrey, M. K., SESAC, New York.

W

Walker, Mr. & Mrs. George, WAIR Winston-Salem, N. C.; Wallace, Robert M., WOHS Shelby, N. C.; Weathers, Mr. & Mrs. Lee, WOHS Shelby, N. C.; Weldon, Jack, WWOD Lynchburg, Va.; Whitlock, E. S., WRNL Richmond, Va.; Whitmire, B. T., WAYS Charlotte, N. C.; Willard, Mr. & Mrs. A. D., Jr., NAB; Williamson, Mrs. John H., Norfolk, Va.; Wilmer, Mr. & Mrs. M. L., Washington; Wilson, James C., WFLW Farmville, Va.; Williams, W. E., WTYC Rock Hill, S. C.; Wilson, William C., UP, Atlanta; Windsor, Mr. & Mrs. Walter M., WDVA Danville, Va.; Wolfenden, Robt. C., WLOH Princeton, W. Va.; Woodhouse, C. James, WDNC Durham, N. C.; Wright, H. A., WSVA Harrisonburg, Va.

Y

Young, William, New York.

Z

Ziegler, Tom, WCFC Beckley, W. Va.; Zimmerman, Fred, WBLK Clarksburg, W. Va.

Chaplin Says Radio Has Torch in Freedom Battle

RADIO has taken over the torch of the press in the world battle for freedom, W. W. Chaplin, ace NBC commentator, told the NAB District 4 meeting at White Sulphur Springs, W. Va., last Monday.

In an address that was for the most part off-the-record, Mr. Chaplin gave his observations of the political parties as gleaned from his coverage of the recently concluded national conventions.

The "greatest weapon of freedom," Mr. Chaplin said, "is radio —audio and video." It is up to radio to give "full publicity" to the developments in our political economy, he said, in emphasizing the possible threat to our ideals that may stem from the new Wallace Progressive Party. He described the Wallace party as predominantly influenced by the principles of the Cominform.

"Radio can do the job," he said. "And I am confident radio will do it."

RECONSTRUCTION of CBS television studio plant in Grand Central Terminal Bldg., New York, has resulted in CBS-TV news department being moved to sixth floor of 501 Madison Ave., where many other CBS units are established. Passageway now connects offices there with CBS studio building at 49 E. 52nd.

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

Promotion

CLEVER teaser promotion, climaxed by distribution of brochure, has been conducted by Columbia Pacific Network to emphasize sales effectiveness of its "Meet the Missus" program. During period of about two weeks, network mailed out series of colorful cards in blank envelopes with no return address. First card to reach agencies, sponsors, etc., was printed on bright green background and showed drawing of girl with synthetic blond hair. Only printing on card was: "Blondes . . ." Two similar cards, in different colored paper, arrived at intervals of about two or three days, carrying inscriptions: "Brunettes . . ." and "Redheads . . ." In second week, brochure arrived, featuring all three girls on cover and stating: "Blondes . . . brunettes . . . redheads . . . and SPONSORS all like 'Meet the Missus'." Copy emphasized sponsor success of program. Attached to brochure was note, titled "First Come, First Served," from Wayne R. Steffner, sales manager of CPN. Note stated that "Meet the Missus" is completely sold but CPN has other availabilities.

Coverage Report

PLAIN, white cover is used for coverage report folder mailed to the trade by WTAG Worcester, Mass. In small print at right side of cover is printed: "No Slick Trick Title . . . This is simply a folder on how one station, WTAG, covers a good market—Central New England . . ." Inside spread gives "box score of Central New England listening" based on data from Diary Study by Benson & Benson, Princeton, N. J. Back cover gives further breakdown of coverage and concludes: "In other words—When you buy time . . . Buy an audience."

Explains Promotion

FOUR-WAY promotion system of WBT Charlotte, N. C., is explained in new mailing piece being distributed by the station. Two-color folder is headed "Here's How WBT Automatically Promotes Your Advertising in Four Ways." Circle-cut drawings illustrate each example. Inside spread is divided into four sections: One shows reproductions of daily column run in "Charlotte Observer" promoting programs; second displays announcer at WBT mike promoting shows on air "average 50 daily"; third is reproductions of "WBTips," monthly advertising news sheet to retailers, and fourth shows window display arranged by station in local store.

Admiral Campaign

ELECTION theme is sparking Admiral Radio Corp. sales campaign, which features window displays announcing "Admiral Wins Again," "Vote for Value," and "Get the Election News Wherever You Are on the Admiral Petite Portable." Awards of $100,000 cash are being given to distributor-salesmen for signing new dealers, arranging displays and selling receivers.

Pact to Expand

PICTURE SPREAD, seven columns wide, with eight-column banner head and accompanying story was printed in recent issue of "Los Angeles Examiner" to announce signing of pact between paper and Don Lee System for expansion of television. Story was run in same issue which carried special TV section [BROADCASTING, July 26]. Agreement between paper and network, which owns KTSL(TV) Los Angeles, is for "production of television programs of the highest possible scale . . . Facilities of both . . . will be made available to each other in a common effort to provide the best programs for local listeners." Picture layout showed photos of Don Lee studios and control board and Lewis Allen Weiss, vice president and general manager of the network.

Westheimer Hits

REPRODUCTIONS of front page of recent issue of "St. Louis Post-Dispatch" have been distributed in the trade by Westheimer & Co., St. Louis, as example of success and popularity of its video package show, "It's a Hit." Show is telecast in St. Louis by KSD-TV. Reproductions show story and picture of local women who won $3,000 in prizes in jigsaw puzzle contest arranged by the agency and conducted on the show.

MIRACLE is happening here as KOIL Omaha's "Umbrella Man" sells new Franklin-Liberty Bell half-dollars for forty cents each. Stunt was presented by KOIL in cooperation with the local RKO theatre to promote the movie "Miracle of the Bells." Promotion won National RKO "Stunt of the Month" award for the Omaha theatre manager, Will Singer.

Lever Brochure

CARTOON-BROCHURE titled and answering the question "What About Lever Advertising?" last week was sent to about 8,000 Lever Brothers Co. employes. The 16-page four-color booklet is second in series designed to inform employes about firm's advertising schedule.

'New Listen'

"NEW LOOK" of fashions is contrasted with "New Listen" of KROS Clinton, Iowa, in mailing piece distributed by station to listeners, sponsors, agencies and prospective clients. Purpose is to acquaint recipients with facts about new 400-ft. antenna erected by the station. Several thousand of these two-color folders were mailed. Mention was made, also, of KROS-FM, soon to begin.

WGAR First

CONTINUING its use of racing-style format in promotion, new brochure has been released to the trade by WGAR Cleveland. Cover displays drawing of race horse and jockey and is inscribed: "Another Sure Thing in the Sixth (City)." Inside copy is based on recent poll conducted locally by "Cleveland Press" in which WGAR placed first [BROADCASTING, July 19]. In addition to promotion copy, written in racing language, charts are presenting listing other honors won by station and comparison of WGAR coverage with other area stations.

FM Mail Campaign

MAIL campaign promotion, using series of copyright slogan seals designed to interest public in merits of FM, is being conducted under sponsorship of "FM" National Advertising and Publicity, Hollywood. Firm is selling sheets of small seals for use on correspondence to FM broadcasters throughout country. Seals are printed in various colors and carry slogans such as "Without FM It's Only Half a Radio—Don't Buy Half a Radio"; "FM Faithfully Mastered"; "FM Full Magic"; "FM For More," etc.

Gardner Move

TO ANNOUNCE its move to new quarters at 299 Madison Ave., New York, Fred Gardner Adv. has distributed illustrated postcards showing new location and stating offices are ". . . ready for business." Drawing is of Madison Ave. and shows other buildings nearby labeled Benton & Bowles, BBDO, Young & Rubicam, J. W. Thompson, and other agencies located in the area.

Joint Promotion

COUPLE of "Melody Times" got together recently in Cleveland for joint promotion. When Walt Disney's movie, "Melody Time," played at local RKO theatre, Walt Kay, m.c. of WJW's five-a-week "Melody Time" show, gave 600 tickets away to the screen show. All listening members of WJW's "Melody Time" Club were urged to see their Hollywood namesake.

KOMO Is Host

VISIT to new studios of KOMO Seattle was major radio event of those attending Pacific Northwest Writers' Conference at U. of Washington late ... month. Following tour of studios, gr... was entertained with special audition ... recently launched "Seattle Ste... Chamber of Commerce institutional ... motion presented by KOMO on pu... service time. Souvenir copies of cur... script were distributed among guest...

Baseball Float

DES MOINES BRUINS baseball te... was featured in unique float entered ... KIOA Des Moines in recent Hawk... holidays parade. Project consisted ... large flat float with baseball diamo... drawn on bed. Bruin players, in u... form, were seated around diamond ... one end of float was dugout whe... manager and coaches were seated a... above this was a press box. Don O'Bri... KIOA's sports director, was located ... the press box and from this point ... gave description of parade from mob... unit on float.

KOA Souvenir

SOUVENIR piece for distribution ... studio visitors has been produced ... KOA Denver. Two-color cover folder ... piece has overlapping flap which int... locks to hold individual leaflets. Ea... leaflet contains description of live-tal... program presented by station to whi... studio audience is invited. Inside cov... contains historical sketch of station a... outside front cover has bleed pict... of station's main entrance. On flap ... printed: "Welcome to KOA—First ... Denver."

Freedom Tie

WHEN Freedom Train arrives in Fo... Wayne, Ind., Aug. 11, Mayor Henry ... Branning Jr. will be dressed for th... occasion with hand painted neckt... prepared and presented to him by Ma... garet Ross, wife of Ron Ross, produc... at WOWO Fort Wayne. Tie depic... replica of Old Fort Wayne, montag... of city today, and in background, plai... ly visible is a radio tower—"things t... which freedom is built."

KSTP 'Show Business'

POP-UP figure of Jimmy Valentin... highlights new dealer promotion gim... mick being distributed by KSTP St... Paul-Minneapolis. Headed "There's N... Business Like Show Business," folde... serves as introduction to new Glue... Brewing Co. program, "Music of Ma... hattan," featuring Jimmy Valentine an... heard five nights weekly over KST... and Northwest Network. Cut-out figu... of Mr. Valentine is held down on insi... of folder by rubber band. When folde... is opened, figure pops up to standin... position. Copy urges dealers to get i... on new business created by show t... featuring Gluek's Beer and Stite.

WJPD Float

FLOAT prepared by WJPD Ishpemin... Mich., and entered in local Americ... Legion Convention Parade won hig... honors for the station and request t... enter same float in VJ Day Parade ... Negaunee, Mich. Float consisted of fla... bed truck which had been decorate... with colorful streamers and station ... call letters and slogan—"The Voice ... the Iron Country." Highlight was re... lica on truck bed of WJPD transmitt... house and Wincharger tower. Tower e... tended above top of truck cab and mad... very impressive display.

Promotion Personnel

JACK SLOCUM, former radio and publicity director of New York Yankee baseball club, has joined NBC press department as magazine editor. He replaces **JAMES McLEAN**, who recently resigned to open his own radio and televisi... publicity office.

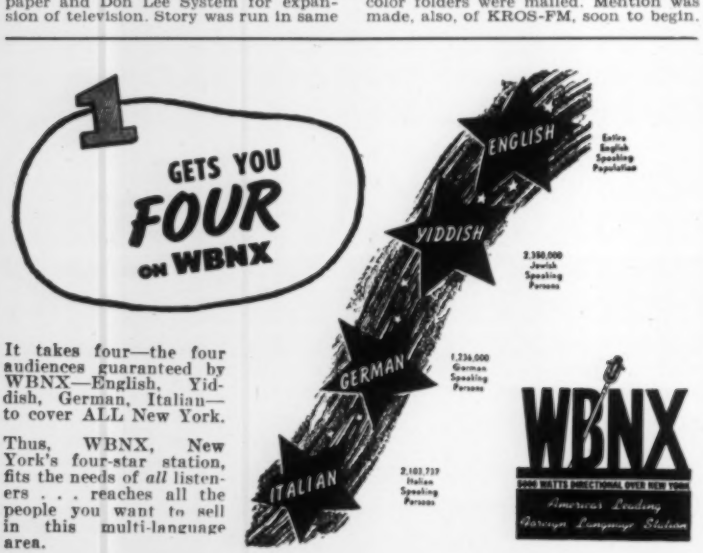
OLIVER E. TREYZ, former research d... partment director of Sullivan, Stauffe... Colwell & Bayles, New York, joins AB... as writer in presentations department.

GORDON ALLEN, formerly of contin... ity department of CKEY Toronto, an... prior to that with Northern Broadcas... Sales, Toronto, has been appointed pro... motion manager of CKEY, succeedin... **HARRY WHITTON**, who has resigned t... become a freelance photographer.

HELEN CAMBRIA BOLSTAD resigne... last week as press agent for WBKB ... Balaban Katz Chicago video station, t... become Chicago editor for McFadde... Publications.

DIXIE KING, continuity writer at WPT... Raleigh, N. C., has been transferred t... publicity and promotion departmen... succeeding **ELIZABETH DICKERT**, re... signed.

MARY CAPARELLI, of CBS press de... partment, and **WILLIAM EMMETT BOLTZ** were married July 25.



It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

FCC Actions

(Continued from page 86)

July 29 Decisions . . .

By Commission En Banc

License Renewal

Following stations were granted renewal of licenses for period ending Aug. 1, 1951: WTOR Torrington, Conn.; WLOH Princeton, W. Va.; WEAR Pensacola, Fla.; WLCX La Crosse, Wis.; KWIK Burbank, Calif.; KBOL Boulder, Col.; KNOW Austin, Tex.; KBRO Bremerton, Wash.; KBZY Grand Rapids; KDRO Sedalia, Mo.; KOCO West Salem, Ore.; KOVC Valley City, N. D.; KTOH Lihue, Hawaii; KVOW Littlefield, Tex.; KWWB Walla Walla Wash.; KXAR Hope, Ark.; WARK Hagerstown, Md.; WATO Oak Ridge, Tenn.; WAYB Waynesboro, Va.; WAZL Hazelton, Pa.; WBAY Coral Gables, Fla.; WEAT Lake Worth, Fla.; WIKC Bogalusa, La.; WJJM Lewisburg, Tenn.; WLAU Laurel, Miss.; KDMO Carthage, Mo.; KSAM Huntsville, Tex.; WICY Malone, N. Y.; WIGM Medford, Wis.; WMGW Meadville, Pa.; WSRS Cleveland Heights, Ohio; WVVW Fairmont, W. Va.; KPAV Laredo, Tex.

License Extensions

Licenses for following stations were extended on temp. basis to Dec. 1: KYCA Prescott, Ariz.; KAFY Bakersfield Calif.; KVAL Brownsville, Tex.; KICM Mason City, Iowa; WMOC Covington, Ga.; WKBB Dubuque, Iowa; KAKE Wichita, Kan.; KBLF Red Bluff, Calif.; KCSU Provo, Utah; KDB Santa Barbara, Calif; KFFA Helena, Ark.; KICO Calexico, Calif.; KPDR Alexandria La.; KTOP Topeka, Kan.; KVER Albuquerque; KXRJ Russellville, Ark.; WALD Walterboro, S. C.; WFLB Fayetteville, N. C.; KGKV Charleston, W. Va.; WKLV Blackstone, Va.; WLAT Conway, S. C.; WMDD Fajardo, P.R.; WMGR Bainbridge, Ga.; WTOM Bloomington, Ind.; WVIM Vicksburg, Miss.

By Commission En Banc

WDGY Minneapolis, Minn., KFOR Lincoln, Neb., KOIL Omaha, Neb.—Granted transfer of control of Stuart Investment Co. (which owns all stock of the three licensees), by sale of all Charles T. Stuart family group stock in Stuart Investment Co. to treasury of that company, for $1,433,750.

WKJG WKJG-FM Fort Wayne, Ind.—Granted voluntary transfer of control of Northeastern Ind. Bcstg. Co. Inc. by sale of 450 shares 45% of the outstanding capital stock, from Frank E. McKinney and Robert H. Hinckley to William A. Kunkel Jr. (who will then own 62.5% stock interest), for sum $49 500.

KDON KDON-FM Monterey, Calif.—Granted transfer negative control over Monterey Peninsula Bcstg. Co. from Robert A. Griffin to Salinas Newspapers Inc., for $42,500.

KRCC Richmond, Calif. — Granted voluntary transfer of control of Contra Costa Bcstg. Co. Inc., permittee of FM station KRCC, from John E. Galvin Jr. to Leo E. Owens, through sale of 208 shares (50.12%) of common voting stock, for $15 000.

WFAK Charleston, S. C.—Granted voluntary assignment of license of WFAK from J. B. Fuqua, Mrs. Dorothy Chapman Fuqua and F. Frederick Kennedy, to George Graham Weiss, for $70,000.

KLOU Lake Charles, La.—Granted voluntary assignment of license from Frank R. Gibson to The Pelican Bcstg. Co. Inc., corporation owned by new parties, for $80,000.

KGRH Fayetteville, Ark. — Granted voluntary assignment of license from Fayetteville Bcstg. Co. to Fayetteville Bcstg. Co. Inc., new corporation, for $45,000.

KORE Eugene, Ore.—Granted voluntary assignment of license from Eugene Bcstg. Station to Lane Bcstg. Co., for $110,000.

WAUD Auburn, Ala.—Granted voluntary assignment of permit from three equal partners to corp., Auburn Bcstg. Co. Inc.

WGEM Quincy, Ill.—Denied petition of Quincy Bcstg. Co. insofar as it requests waiver of advertising requirements of AVCO rule, Sec. 1.321, and simultaneous consideration of applications to transfer control and for license to cover CP for station WGEM. Granted petition of Quincy Bcstg. Co., insofar as it requests acceptance of "Itemization of Organizational Expense" as amendment to application for license to cover CP for station WGEM, and accepted said amendment.

WJJW Wyandotte, Mich.—Denied petition for waiver of AVCO rule concerning application for transfer of control of Wyandotte News Co. from C. Lee Edwards to Strauss Gantz.

KPHO Phoenix, Ariz.—Granted extension of time for disposal by Gene Autry of his interest in KPHO, and time was extended for 90 days.

WMIE Miami, Fla.—Designated for hearing application for consent to assignment of CP of WMIE. from Lincoln Operating Co., trustee for Sun Coast Bcstg. Corp., to Sun Coast Bcstg. Corp., and authorized equipment tests.

WXKW Albany, N. Y.—Granted mod. CP specify maximum expected operating values of radiation from presently authorized DA.

Metropolitan Radio Corp. of Chicago, Chicago, Ill.; Lake Shore Bcstg. Co., Evanston, Ill.; Lewis College of Science and Technology, Chicago, Ill.; North Shore Bcstg. Co. Inc., Evanston, Ill.—Adopted order removing the four subject applications from hearing and granting following three FM stations: Lake Shore Bcstg. Co., Class B, Channel 300, 107.9 mc, 30 kw, 290 ft., estimated cost $40,476; Lewis College of Science and Technology, Class B, Channel 226, 93.1 mc, 34 kw, 535 ft., estimated cost $72,842; North Shore Bcstg. Co. Inc., Class B, Channel 286, 105.1 mc, 36 kw, 240 ft., estimated cost $27,955. Metropolitan Radio Corp. for Chicago application is incomplete as to information relating to new stock subscribers, which information has been requested of the applicant.

WJIM Lansing, Mich.—Granted reinstatement of CP Class B FM station, and granted extension of completion date to January 1, 1949, on condition that applicant commence interim operation on or before that date.

WCAU-FM WCAU Philadelphia — Granted request to transmit facsimile signals with non-standard paper width for period of 60 days. Permittee was advised that further extension will not be authorized in view of fact that engineering standards for facsimile broadcasting do not contemplate such 4.1 inch operation in FM broadcast band.

WBBB-FM Burlington, N. C.—Same as above.

Allocation Change

Adopted notice of proposed rule making in matter of amendment of revised tentative allocation plan for Class B FM stations as follows. Channel 291 to be deleted from allocation to Griffin, Ga., and Channel 271 to be substituted there; Channel 271 to be deleted from allocation to Chattanooga, Tenn., and Channel 275 to be substituted there; Channel 275 to be deleted from allocation to Muscle Shoals, Ala., and Channel 300 to be substituted there; Channel 271 to be deleted from allocation to Albany, Ga., and Channel 262 to be substituted there; Channel 291 to be deleted from allocation to Asheville, N. C., and Channel 251 to be substituted there; Channel 275 to be deleted from allocation to Toccoa, Ga., and Channel 291 to be substituted there. Interested parties may file with the Commission, on or before August 27, 1948, written statements or briefs setting forth comments.

Radio Service Corp. of Utah, Salt Lake City—Granted CP new TV station; Channel 5, 76-82 mc; vis. 18.4 kw; aur. 9.2 kw; ant. minus 436 ft.; estimated cost $202,000, conditions.

WSAZ Huntington, W. Va.—Granted CP new TV station; Channel 5, 76-82 mc; vis. 18.2 kw; aur. 9.1 kw; ant. 500 ft.; estimated cost $270,747.

WJIM Lansing, Mich.—Granted CP new TV station; Channel 6, 82-88 mc; vis. 20.6 kw; aur. 10.3 kw; ant. 420 ft.; estimated cost $193,500; conditions.

Peoria Bcstg. Co., Peoria, Ill. — Granted CP new TV station; Channel 6, 82-88 mc; vis. 17.2 kw; aur. 8.6 kw; ant. 560 ft.; esimated cost $199,900; conditions.

Fetzer Bcstg. Co., Kalamazoo, Mich.—Granted CP new TV station; Channel 3, 60-66 mc; vis. 15.7 kw, aur. 7.9 kw; ant. 360 ft.; estimated cost $182,232; conditions.

WSM Nashville, Tenn.—Granted CP new TV station; Channel 4, 66-72 mc; vis. 14.4 kw; aur. 7.2 kw; ant. 755 ft.; estimated cost $365,155.

Leonard A. Versluis, Grand Rapids, Mich.—Granted CP new TV station; Channel 7, 174-180 mc; vis. 19.7 kw; aur. 9.9 kw; antenna 550 ft.; estimated cost $141,175.

WGAR Bcstg. Co., WJW Inc. and Cleveland Bcstg. Co. Inc., Cleveland, Ohio—Adopted memorandum opinion and order denying petition for rehearing filed by WGAR Bcstg. Co., WJW Inc. and Cleveland Bcstg. Co., directed against Commission action of April 29, 1948 (granting application of National Bcstg. Co. Inc. for extension of time in which to complete construction of its TV station at Cleveland) and requesting that said grant be set aside, that application be designated for hearing, and that said hearing be consolidated with hearings on petitioners' applications.

WTCN-TV Minneapolis, Minn. — Adopted order modifying CP authorizing construction of TV station and making said authorization subject to condition that within 90 days from effective date of order Minnesota Tribune Co. dispose of all stock interest in either Minneapolis Star and Tribune Co. or Minnesota Bcstg. Corp.; further ordered that order shall become effective August 27, 1948, provided, however, that written application may be made to Commission on or before August 20 for opportunity to show cause at a hearing before Commission, why this order should not issue and upon the filing of such written application this order of mod. shall stand suspended until conclusion of said hearing.

WTVJ Miami, Fla.—Adopted order revoking CP which authorized construction of new TV station, effective August 30, 1948. Pursuant to provisions of Sec. 312(a) of Communications Act written application may be made to Commission on or before August 20, 1948, for hearing upon this order, and upon filing of such written application this order or revocation shall stand suspended until conclusions of said hearing.

Eugene P. O'Fallon Inc., Denver, Col.—Granted CP new experimental TV station.

July 29 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

Stanislaus County Bestrs. Inc., Modesto, Calif.—CP new standard station on 970 kc 1 kw DA (2) unl. AMENDED make changes in DA.

Modification of CP

WGPC Albany, Ga.—Mod. CP install new trans. and vertical ant. and change trans. location for extension of completion date.

KJAY Topeka, Kan.—Mod. CP new standard station for extension of completion date.

KAKE Wichita, Kan.—Mod. CP change frequency for extension of completion date from July 29, 1948, to: until KAWS commences operation on 1480 kc.

KANS Wichita, Kan.—Mod. CP change frequency, increase power, install new trans. and DA-DN, change trans. and studio locations for extension of completion date.

AM—1500 kc

WJBK Detroit—CP change frequency from 1490 to 1500 kc, increase power from 250 w to 10 kw, install new trans. DA-DN and change trans. location. (Contingent upon WABJ filing application for change in frequency and grant of said application). AMENDED change power from 10 kw-DN to 10 kw-D, make changes in ant. system and change trans. location.

Modification of License

KFUO Clayton, Mo.—Mod. license change name of licensee from Evangelical Lutheran Synod of Missouri, Ohio, and other States to The Lutheran Church—Missouri Synod.

AM—1320 kc

KOLT Scottsbluff, Neb.—CP increase power from 1 kw-DN to 5 kw-D and 1 kw-N, install new trans. and change from DA-N to DA-DN.

Modification of CP

KRTN Raton, N. M.—Mod. CP new standard station for extension of completion date.

License for CP

WACA Camden, S. C.—License to CP new standard station (1590 kc).

AM—1220 kc

Spartanburg Radio Co., Spartanburg, S. C.—CP new standard station on 1240 kc 250 w unl. AMENDED to change frequency from 1240 to 1220 kc, power from 250 w to 1 kw, hours from unl. to D and change name of applicant from Sterling W. Wright and Robert L. Easley, partners d/b as Spartanburg Radio Co., to Robert L. Easley tr/as Spartanburg Radio Co., make changes in trans. and change trans. location.

AM—850 kc

KGBS Harlingen, Tex.—CP change frequency from 1240 to 850 kc, increase power from 250 w to 5 kw, install new trans. and DA-DN and change trans. location. AMENDED change trans. location and make changes in DA.

AM—600 kc

KTBB Tyler, Tex.—CP change power and hours of operation from 500 w-D to 1 kw-DN, install new trans. and DA-N and change trans. location.

APPLICATION DISMISSED

Modification of CP

WHAM Rochester, N. Y.—CP which authorized install new trans. and change trans. and studio locations for extension of completion date, DISMISSED July 20, 1948.

Applications for renewal of standard broadcast license were filed by WNAE Northern Allegheny Bcstg. Co., Warren, Pa.; KHSL Golden Empire Bcstg. Co., Chico, Calif.

Modification of CP

WMGY-FM Montgomery, Ala.—Mod. CP new FM station, for extension of completion date.

KFMV Los Angeles—Same.

WOL-FM Washington, D. C.—Same.

WMBI-FM Chicago—Same.

License for CP

WEBQ-FM Harrisburg, Ill.—License to cover CP new FM station.

Modification of CP

WMMJ-FM Peoria, Ill.—Mod. CP new FM station for extension of completion date.

License for CP

WTAD-FM Quincy, Ill.—License to cover CP new FM station.

Modification of CP

WUNY Boston, Mass.—Mod. CP new FM station for extension of completion date.

WHAI-FM Greenfield, Mass.—Same.

WHAV-FM Haverhill, Mass.—Same.

WLAW-FM Lawrence, Mass.—Same.

KFUO-FM Clayton, Mo.—Mod. CP new FM station to change name to The Lutheran Church—Missouri Synod.

WFPG-FM Atlantic City, N. J.—Mod. CP new FM station for extension of completion date.

WYON Yonkers, N. Y.—Mod. CP new FM station change ERP from 300 w to 1 kw, ant. height above average terrain from 290 ft. to 167 ft., trans. location, change type trans. and make changes in ant. system.

KVNJ-FM Fargo, N. D.—Mod. CP new FM station change ERP from 64 kw to 63 kw and increase ant. height above average terrain to 386.5 ft.

WBBB-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

WKBN-FM Youngstown, Ohio—Same.

KCRC-FM Enid, Okla.—Same.

License for CP

WJAC-FM Johnstown, Pa.—License to cover CP new FM station.

Modification of CP

WMOT Pittsburgh, Pa.—Mod. CP change existing FM station for extension of completion date.

License for CP

WRAK-FM Williamsport, Pa.—License to cover CP new FM broadcast station.

Modification of CP

WNYS Nashville, Tenn.—Mod. CP new FM station for extension of completion date.

WROL-FM Knoxville, Tenn.—Same.

KDNT-FM Denton, Tex.—Same.

KGBS-FM Harlingen, Tex.—Mod. CP new FM station to change ERP from 9 kw to 7.4 kw.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,716 licensed, 318 construction permits, 279 applications in pending file, 316 applications in hearing; FM—143 licensed, 104 conditional grants, 764 CPs (of which 433 are on air under special temporary authority) 46 applications pending, 40 applications in hearing; television—seven licensed, 108 CPs (of which 24 are on air), 302 applications pending of which 192 are in hearing.

At Deadline ...

TOBEY SUCCEEDS WHITE AS RADIO PROBE HEAD

RESIGNATION of Sen. Wallace H. White Jr. (R-Me.) last Friday as chairman of Senate Commerce subcommittee conducting communications inquiry, was interpreted by informed quarters as signal for intensified subcommittee activities.

Sen. White's appointment of Sen. Charles W. Tobey (R-N. H.) to succeed him on subcommittee chair lent weight to opinions that inquiry might assume proportions of vigorous probe. Sen. White, chairman of Senate Interstate and Foreign Commerce Committee has been in frail health and is retiring from Congress. Sen. Tobey is noted for spectacular and aggressive investigations. FCC's FM and video allocations [BROADCASTING, June 28] as well as clear channels are prime considerations.

Vacancy created by resignation was filled by Sen. White's appointment of Sen. Albert W. Hawkes (R-N. J.) to subcommittee. Third member is Sen. Ernest W. McFarland (D-Ariz.). Members of the subcommittee reportedly will meet this week to consider an agenda.

Hearings into the FCC's Port Huron decison were ordered by House Select Committee for Aug. 5 and 6 (See story page 21).

PROMPT DECISION SEEN IN KPRC HOUSTON SUIT

PROMPT DECISION on KPRC Houston's suit to set aside FCC "Port Huron" decision's interpretation of political-broadcast law [BROADCASTING, Feb. 2, July 19, 26] was indicated Friday as special three-judge district court in Houston completed hearing of arguments.

First question to be decided is FCC-Justice Dept. motion to dismiss suit (on jurisdictional grounds).

Former Texas Gov. W. P. Hobby, KPRC owner, and station's General Manager Jack Harris testified on KPRC policies and problems posed by Port Huron decision. It's their contention that stations are put in impossible position by conflict between Port Huron's rule that libel and slander cannot be censored out of political broadcasts, and state laws against libel and slander.

Max Goldman, FCC acting assistant general counsel in charge of litigation and administration, argued FCC's case and was granted permission to file supplemental briefs.

Frank W. Wozencraft, Washington, and Jack Binion, Houston, appeared as KPRC legal counsel. Don Petty, NAB general counsel, and C. K. Richards, assistant attorney general of Texas, were on hand as *amicus curiae*. Frank Bow, counsel for House Select Committee investigating FCC, which will hold hearings on Port Huron decision this week (story, page 21), was present as observer.

EXPERIMENTAL HIGH-BAND TV

HIGH-BAND experimental television station granted Eugene O'Fallon Inc., licensee KFEL (AM) Denver, for propagation studies. KFEL has no commercial TV request pending.

Facilities granted for use on mobile basis were 480-500 mc, 1 kw visual and aural powers with peak visual pulse transmission of 200 kw. KFEL Chief Engineer T. T. Morrissey to supervise.

300 STATIONS SUBSCRIBE TO ALL-RADIO PRESENTATION

THREE HUNDRED stations already have subscribed for All-Radio Presentation, industry self-promotion project, and enough money is on hand to assure its production, Gordon Gray, WIP Philadelphia, told NAB District 3 members at Philadelphia Friday.

Payments from stations range from $25 for stations with net income below $25,000 to $1,000 for outlets with $2,500,000 or more net income, Mr. Gray said. The $25 small-station fee is less than $75 per print cost of films, he added.

Future contributions will be used for making better presentation and for printing material to go along with films.

ROXBORO, N. C., GROUP ISSUED AM PERMIT

CONSTRUCTION PERMIT for new AM station granted Friday by FCC to Roxboro Broadcasting Co. for 1 kw daytime on 1430 kc at Roxboro, N. C. Estimated cost: $27,500.

Roxboro Broadcasting is new firm composed of H. W. Winstead, tobacco warehouseman, president; P. L. Thomas, retail druggist, vice president; O. T. Kirby, movie theatre owner and operator, treasurer, and H. S. Gates, insurance company employe, secretary. Each holds 25% interest.

FLORIDA PAPER FILES

ORLANDO (Fla.) *Daily News* late Friday filed application at FCC for new commercial television station on Channel 3 (60-66 mc) with effective radiated power of 14.3 kw visual, 7.45 kw aural and antenna height 534 ft. above average terrain. Paper is licensee WHOO and WHOO-FM there. Estimated cost new TV station given as $200,700 with $125,000 first year operating cost and revenue unknown.

ARGENTINE

(Continued from page 4)

were subsequently received by the magazine but that the envelope obviously had been opened and resealed.

Press association dispatches, particularly in the "New York Times," have alluded to this incident and such dispatches assert that this is a repetition of similar actions by officials of the present Argentine government. If these allegations are true, they smack of the police state and are reprehensible because they violate international agreements governing privacy of communications. It is obvious that such actions negate any successful accomplishment of freedom of information throughout the world, one of the keystones of the United Nations.

This Committee has jurisdiction over all legislative matters in the entire broad field of communications. The writers of this letter are, in addition, Chairman and ranking member respectively of a special subcommittee directed to make a study of communications matters, particularly international communications. The subject matter which was being reported on in Argentina involved a communications conference. One or the other of us has from time to time discussed in the Senate the impelling necessity for furtherance of all policies looking toward implementation of freedom of information all over the world. We are, therefore, particularly concerned about the action reported in the attached story. We would appreciate a report from you on this alleged interference with the mails; whether or not the allegations made are true; if true, who is responsible; and what steps, if any, have or might be taken to avoid recurrence and thus protect the interests of American nationals in Argentina.

Very sincerely yours,
(ss)
Charles W. Tobey,
Acting Chairman
Ernest W. McFarland

REHEARING ON CLEVELAND TV GRANT DENIED

MEMORANDUM OPINION and order issued by FCC Friday to deny petitions of WGAR Broadcasting Co., WJW Inc., and Cleveland Broadcasting Co. seeking rehearing of Commission's earlier grant of time extension to NBC to build new television station in Cleveland. Petitioners wanted NBC extension request consolidated with hearing on their own video applications.

In the order FCC stated that upon review of facts "we are of the opinion that National Broadcasting Co. has proceeded with reasonable diligence in the construction of its proposed station." Order pointed out: "The Commission has on several occasions considered petitions or other pleadings similar to the instant petition and has determined that an application for extension of completion date is not the same as an application for new construction permit, and that such applications will be considered individually on their merits without regard to the pendency of later filed applications for new construction permits."

LENOX Inc., Trenton, N. J. (china), has appointed Benton & Bowles, New York, to handle advertising immediately.

ARTHUR PARDOLL, former Young & Rubicam, New York timebuyer, has joined Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity.

Closed Circuit

(Continued from page 4)

New York, who has contracted to sell his half interest in WPAT Paterson; William A. Banks, owner of WHAT Philadelphia, and two local syndicates. Price talk understood to be in neighborhood of $300,000.

WARL Arlington, Va., is preparing to petition FCC to dismiss so-called "guinea pig" case involving station in lottery-law inquiry, on grounds that questioned program, *Dollars for Answers*, is no longer on air. FCC, reportedly nearing decision on case, will be told general hearing is more proper place for study of lottery questions.

CO-OP SHOW, *Believe It or Not* with Bob Ripley, Mon.-Fri., 1:45-2 p.m. on NBC, sponsored on about 60 stations, said to be going off air in mid-August. No replacement named.

ADMIRAL RADIO Corp., Chicago, said to be considering Sunday night 7:30-8 p.m. on NBC Television Network for possible fall sponsorship. Cruttenden & Eger, Chicago, is agency.

RADIO OWNERSHIP balance in Senate is destined to remain unchanged next session. Voluntary retirement of octogenarian Arthur Capper of Kansas, who owns WIBW Topeka and KCKN Kansas City is offset by nomination of former Gov. Robert S. Kerr, who won Oklahoma Democratic nomination. Gov. Kerr is principal owner of WEEK Peoria. Oklahoma is traditionally Democratic, though Gov. Kerr is running for seat of Republican Sen. Moore, who isn't candidate.

OLIAN Advertising expected to move headquarters from St. Louis to Chicago.

DEAL all but set for Philco Corp. to sponsor half-hour dramatic television show in cooperation with Actors Equity on NBC Television Network Sunday, 9-9:30 p.m. Hutchins Adv., New York, is agency.

MORE PROOF!

The KMBC-KFRM Team Is Doing A Job

July 12, 1948

Mr. Arthur B. Church
Stations KMBC-KFRM
Kansas City, Mo.

Dear Mr. Church:

I thought you might be interested to know that I am highly pleased with the results of my program on The KMBC-KFRM Team.

Being in the hatchery business we have to analyze advertising results very carefully. And our inquiries and sales from KMBC-KFRM have been superior to any other media we have used.

The sales coming from the area served by KFRM have been particularly gratifying. And I would say, without reservation, that The KMBC-KFRM Team is tailor-made for an advertiser such as myself who wants to cover the entire Kansas City trade territory.

Yours very truly,

Fred O. Boehm

Fred O. Boehm
Belton Hatchery

Only the KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area—coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center.

Programmed from Kansas City, The Team likewise renders an invaluable service heretofore unavailable to trade-area listeners . . . market broadcasts direct from the Stock Yards, grain, poultry and produce quotations right up-to-the-minute, informative broadcasts of a practical, understandable nature direct from the KMBC-KFRM Service Farms, area weather forecasts direct from the area weather bureau.

To this, add one of the largest and most popular talent staffs for stations this size . . . and you have a well-rounded combination that is doing a job!

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